

# JEFFREY DINSMORE

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*Over ten years of experience leading teams and crafting 360 campaigns, scripts, treatments, taglines, and brand identity for broadcast, media, and gaming clients. Passion for story, ideation, language, and humor. Adept at assembling words into fantastical new configurations that surprise and delight.*

## Work History

**Digital Kitchen** Los Angeles, CA, 2017-Present  
**Associate Creative Director**

Develop 360 campaigns, brand identity, taglines, and scripts for media, gaming, consumer goods, and non-profit clients, including HBO, Amazon, AT&T, and sbe. Highlights include:

- Westworld: created extended narrative for Westworld Season 2, including digital campaign, OOH tie-ins, real-world stunts, and store takeovers.
- PlayStation Vue: Developed sizzle reel and explainer videos for PlayStation's OTT service. The success of our initial scripts secured DK a contract for a complete brand messaging refresh.
- Katsuya: Led brand messaging refresh for acclaimed high-end restaurant chain, including brand book, tagline, and brand anthem video.
- Commerce Casino: developed tagline, brand identity, OOH campaign, and messaging guidelines for the largest card room in the United States.

**Elastic** Los Angeles, CA, 2013-2017  
**Freelance Associate Creative Director**

- Scripted animated shorts that built the world of *Fantastic Beasts and Where to Find Them*.
- Wrote and conceptualized series of 4 short animated films for the League of Legends 2015 World Championships. Films received over 4 million views on YouTube alone.

**Troika** Los Angeles, CA, 2014-2017  
**Freelance Creative Lead**

- Created "Obsessable" tagline and identity for STARZ rebrand. Developed brand line "Dramatically Different" for AMC network refresh. Wrote promo spots, IDs, web copy, and style guides.

**Loyalkaspar** Los Angeles, CA, 2010-2016  
**Freelance Writer**

- Conceptualized promo campaigns and rebrands for broadcast series and networks including *Mad Men*, *The Walking Dead*, *Bates Motel*, *Schitt's Creek*, AMC, and TruTV.

**Freelance Writer** Los Angeles, CA, 2005-2016

- Wrote VR experiences, campaign concepts, scripts, web series, real world stunts, and brand identity for clients including Royale, Roger, Imaginary Forces, Brkly, Midnight Oil Agency, and Metaphrenia.

## Extracurriculars

- Host Dad Jeans, a podcast about losing your cool.
- Wrote "All Good Things," an animated short film directed by Andy Hall and produced by Elastic.
- Founded pulp fiction publishing house Contemporary Press. Wrote the novels *I, An Actress: The Autobiography of Karen Jamey* and *Johnny Astronaut* by Rory Carmichael.

## Education

B.A., English/B.A., Creative Writing

University of Michigan, Ann Arbor, MI