

Joelle Sellner

Copywriter

Summary: During my work with small shops and large worldwide agencies, I've gained strong experience working on print, digital/web and direct mail, in addition to traditional broadcast. As a freelance copywriter, I've expanded into social media, webisodes and branded entertainment.

Freelance Client List

Freelance Copywriter **7/2008 – Present**
DraftFCB Irvine, CA

- Copywriter: Sony Electronics shopper marketing

Mattel Studios El Segundo, CA

- Writer: Webisodes for Mattel's Monster High dolls

Voltage Advertising Louisville, CO

- Copywriter: Wrote product copy and email blasts for Reebok shoes and apparel

Liquid Advertising Venice, CA

- Copywriter: Wrote banner advertising for El Shaddai videogame

Torrance Memorial Hospital Torrance, CA

- Copywriter: Wrote web copy and conducted video interviews for Bariatric Surgery section of web site.

CBX Strategic Branding New York, NY

- Copywriter: Wrote copy/packaging for U By Kotex Brand

Skechers USA Manhattan Beach, CA

- Writer: Wrote several episodes of animated series Zevo-3, showcasing characters based on Skechers' children's shoes. Premiered on Nicktoons in October 2010.

Studiocom Atlanta, GA

- Copywriter: Wrote webisodes, videos, twitter feeds, mobile phone messages and web copy as eight different mom characters for Kleenex's GetMommed campaign.

Shift Control Media Vancouver, CA

- Writer: Wrote web-based video game for the launch of Starwood's Aloft Hotels.

Razorfish San Francisco, CA

- Copywriter: Video glossary and video Q & A for PC.com site.

Mattel Toys El Segundo, CA

- Copywriter: Print, sizzle reels and collateral for Mattel properties including Barbie, Hot Wheels and Uno.

Full Time Experience

Team One Advertising, El Segundo, CA 8/2000 – 7/2008

- Senior Copywriter: Website, microsites, banner ads, dealer videos, eBrochures, print collateral and direct mail for Lexus. TV and radio for Venice Art Walk.

Education

University of Pennsylvania

B.A. in Communications, B.A. in English

Awards

D& AD 2002

Communication Arts, 2001