

MARGARET SCHNIPPER

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CREATIVE DIRECTION - COPYWRITING

~ *delivering the message across digital, print & broadcast* ~

- True passion for marketing, advertising & brand image through verbal & visual realization
- Accustomed to leading creative teams – designers, photographers, writers, etc.
- Seasoned in ongoing client interface; working on projects for both B2B & B2C
- Ability to quickly familiarize with new products and write with insight
- Award winning & published writer, proficient in creating copy for small & large projects
- Awareness of global trends in marketing, advertising and media
- Strong comprehension of brand development through marketing & integrated media
- High sense of integrity and engagement of best business practices
- Positive disposition; high-energy with a down-to-earth vibe

Reed Group – Copy Strategist/Senior Copywriter – 2016 (current)

Writing content for all pages of the new company website (launched August, 2016); writing across platforms: blog postings, Twitter, LinkedIn, Youtube, marketing emails. Writing press releases, brochures, posters, banners, product descriptions, pitch decks, executive bios, other marketing collateral. Blog editor. Producer of all company videos: live action & animation - overseeing projects from concept through delivery, budgeting included. Selecting images to accompany text & overseeing layout.

Freelance – Copywriter – 2015-2016 (current)

Writing, editing & producing for media & pr clients: all areas of websites, video scripts for live action & animation, marketing materials including brochures, press releases and Kickstarter pages. Video producing including live action directing and overseeing editorial.

Switch Vision – Brand Manager – 2014 – 2015 – NYC & Denver

Content creation & copywriting for brand building & marketing for a startup sports eyewear company. Wrote website pages, promotional & marketing materials, press releases, blog postings, social media, product packaging & descriptions. Produced photo shoots & educational videos. Supervised art direction for internal & external media – promotional & social. Created consumer surveys & reported data. Created brand ambassador program.

Kernel Advertising Agency – Copywriter - 2013 – 2014 – NY, NY

Copywriting, directing & producing – commercials, PSAs, videos – live action & whiteboard animation, landing pages, digital banner ads, marketing emails, event collateral, print ads & promotional pitch decks. Oversaw work of graphic designers, illustrators and editors through all project phases. Created & followed production budgets. Worked closely w/ clients, sales & marketing execs.

Little Atom Films – Creative Writer & Video Director – 2000 – 2013 – NY, NY

Conceptualized, wrote, produced & directed commercials, promotional & web videos, narrative films and branded content for national broadcast and web. Deeply involved with all aspects of creative development – from inception through completion; created & tracked budgets and hired crew. Web portfolios: www.littleatomfilms.com / vimeo.com/user15570357 / www.margaretschnipper.com

NATIONAL Public Relations – Creative/Project Strategist – 2009 – 2010 – NY, NY

Worked collaboratively with team members in London, Dubai and Australia
Strategic consultant on the development of film initiatives for PR clients in the medical community.

Freelance – Script Supervisor/Advertising – 1990s to 2010 – NYC, LA & on location

The most detail-oriented job on a film set. National & international commercial advertising campaigns, feature films & television. Copywriting & scripted dialogue with ad agencies (ex.: Ogilvy, BBDO, JWT, Grey, Publicis, Razorfish) Clients included: Amazon, AT&T, Estee Lauder, Garnier, Google, Hyatt, John Frieda, Lexus, Macy's, Maybelline, Nike, Neutrogena, Revlon, RoC, Samsung, Victoria's Secret, VW

TECHNICAL SKILLS

Technical: Microsoft Office; Adobe CS/Photoshop; Google Docs; Google Analytics

Web Design & Content: WordPress; Magento; Tumblr; HTML; SEO & metadata writing

Photography & Videography: experienced photographer, video producer & director

OVERALL PROFESSIONAL SKILLS

- clear & efficient communication – always
- creating in the brand's voice, and building brand identity across platforms
- strategizing, budgeting, scheduling and long-range planning; meeting tight deadlines
- procuring & managing staff & production crews
- overseeing art direction & design; working well with other creatives

MARKETING & SALES WRITING SKILLS

banners, blog postings, brochures, compliance writing, direct mailers, editing, emails, event collateral, executive bios, invitations, landing pages, metadata, one-sheets, packaging, pitch decks, postcards, posters, press releases, print ads, product descriptions, proofreading, SEO, signage, social media: Facebook, Kickstarter, LinkedIn, Twitter, Vimeo, Youtube; video scripts, all website content

PRINT PUBLICATIONS

Advertising Age Nov & Dec 2013

Sports Business Journal Fall 2013

Auto Business News Fall 2013

Portada 4th Quarter 2013

Gargoyle Anthology 2004 (photos)

Film Crew Magazine photographer, 1990s

New Art International 1990s

Washington Review 1990s

AWARDS & HONORS

LA Reel Festival Screenwriting Award, 2011

Screenplay: **L, Williamsburg**

Down the Drain & Bunny Hunt short films screened in festivals in US, UK, Europe & S. America, 1999–2010

New York Script Supervisors Network - President

1999 – 2000; Non-profit film industry organization

EDUCATION

Hollins University Roanoke, VA

B.A. English

University of London London, UK

Semester Abroad, Coursework in:

Arts, Architecture, Theater

New School University New York, NY

Continuing Education, Coursework in:

Advertising, Filmmaking, Photography

PHOTOGRAPHY PROJECT:

BLUESUNGLASSESPROJECT.ORG

FOR FUN:

telling jokes, sharing good food

edgy indie films & music, running & skiing,

CREATIVE PORTFOLIO:

MARGARETSCHNIPPER.COM

MY PROFESSIONAL INSIGHT:

WHYMARGARET.TUMBLR.COM

FILM/VIDEO/COMMERCIALS PORTFOLIO:

LITTLEATOMFILMS.COM

CONTACT:

energy@littleatom.com / 917.517.5181

REFERENCES GLADLY FURNISHED