

Brooke Wolff

lewolff@aol.com

(818) 345-1180

Recent Employment:

- Walt Disney Parks & Resorts Online
2008-present
Copywriter
 1. Wrote for all the Disney Parks & Resorts, Disney Cruise Line and Adventures by Disney websites, with copy promoting attractions, events, hotels and special deals
 2. Wrote award-winning monthly Walt Disney World Resort newsletter, which included games and “fun facts”
 3. Created the international recruitment banner; identified search-related issues and created a product to address them; worked on the redesign of Back Stage Pass and the Annual Passholder pages; wrote SEO landing pages; wrote the entire “Free Admission on Your Birthday” campaign; wrote The American Idol Experience mini-site and promotional copy
- Hyland’s Homeopathic
2007-2008
Copywriter
 1. Created a game to brand and promote a new homeopathic product
 2. Developed a character to promote the brand and created point of purchase marketing collateral
- ValueClick
2006-2007
Sarbanes-Oxley Documentation Writer
 1. Wrote and documentation to support ValueClick’s SOX compliance
 2. Created a training manual to teach employees how SOX was implemented at ValueClick

Client List:

- AT&T
- America’s Cup
- Apple
- Atari
- Broadway
- Carnation
- Chuck-E-Cheese
- CitiBank
- Coalition for Nuclear Freeze
- Gallo
- Goodyear
- Hallmark
- Hewlett Packard
- Hyland’s Homeopathic
- IBM
- KISS
- Mitsubishi
- National Yellow Pages
- Pacific Bell
- Renaissance Hotels
- Sierra On-Line
- Spectacle Entertainment
- Texas Instruments Pro
- The Gap
- Umpy™ Records
- ValueClick
- Walt Disney Parks & Resorts Online
- Wells Fargo Bank
- Worldwide Productions

Employment History:

- Erwin-Wasey Advertising
- Miramax/Hollywood Pictures
- NBC
- Paramount Studios
- Solutions
- Young & Rubicam

Writing:

- Advertising copy for TV, radio, print and Internet
- Marketing copy
- Technical manuals
- Training manuals, videos and audiotapes
- Policy handbooks
- Business plans
- Executive summaries
- Marketing strategy plans
- Fundraising solicitation
- Press Releases
- Computer documentation
- Screenplay development
- Script analysis

Technical Skills

Windows Vista, Windows XP, Perforce, MS-Word, Power Point, WordPerfect, Excel, Scriptware, Final Draft

Additional Skills

Writing screenplays and teleplays; performing standup comedy and improvisation; voiceovers; writing, producing and directing of commercials, training films, videos, and radio plays; editing and proofreading; and teaching of improvisational acting in private classes for actors and non-actors as well as for corporate motivational seminars.

Education

St. John's College – Bachelor of Arts

State of California Teaching Credentials

Media, Screenwriting and Theater