

### ME

I am a choreographer and non-profit founder turned copywriter with a deep passion for strategy and brand storytelling. Proven success in pitching and executing global partnerships, commercials and experiential activations within entertainment, fashion and lifestyle industries. A do it all creative carrying a breadth of skills into copywriter roles where I can offer my insatiable imagination and business acumen to a collaborative community of problem solvers.

## **EXPERIENCE**

## **Freelance Copywriter**

March 2018 - current

- Strategized product launches and multichannel campaigns for Louis Vuitton, Smartwater & Betsey Johnson
- Pitched and won on experiential events and partnerships overseeing all aspects of strategic development, production and user experience (Absolut, Sephora, Brooklyn Brewery)
- Ideated brand scripts and headlines for Backblaze internal and external campaigns at Meaningful Works agency
- Developed creative strategy and theme aligned with industry trends for MSC Cruises pitch at Sagon Phior - collaborating directly with CEO to receive feedback and direction
- Concepted new brand narrative for Zócalo Public Square repositioning based on guidelines and brief

#### **Founder/Creative Director**

Bryn Cohn + Artists

March 2010 - August 2021

- Built an internationally-recognized dance company increased annual budget from \$20,000 to \$550,000 through digital strategies, opportunities to inspire stakeholders and interactive social media (email marketing, Instagram, Facebook, TikTok, YouTube) based on KPIs and consumer trends
- Established disruptive brand voice and marketing initiatives by pitching corporate sponsorships and brand partnerships – designed and concepted pitch decks and maintaining these clients for over five years
- Led client facing meetings to pitch creative, review budgets and timelines and identify new revenue sources
- Concepted and executed long and short form copy (social media, docuseries, articles, blogs, mailings)

#### **Freelance Scriptwriter & Director**

January 2012 - June 2023

- Wrote scripts, directed and produced short films and documentaries about cultural identity, race and women
- Collaborated on award-winning projects (Olafur Eliasson, New York City Ballet, Los Angeles
  Ballet and Alvin Ailey) with the world's leading music artists and designers with a pulse on
  emerging technologies (AR, motion capture, live projection)
- Creative directed photoshoots and videoshoots with renowned photographers and cinematographers (Shaniqwa Jarvis, Nina Meredith, Stephen Mallett)

#### **University Adjunct Lecturer & Teaching Artist**

Loyola Marymount University, University of Michigan Ann Arbor, CalArts, AMDA College May 2014 - June 2023

- Taught writing seminars focused on short and long form copy and cinematography courses
- Initiated cross-disciplinary projects in fine art, music, film sand scenic design
- Copyedited student work for conceptual cohesion, spelling, grammar and MLA/AP guidelines



# **EDUCATION**

**Master of Fine Arts** 

University Of Wisconsin-Milwaukee

**Bachelor of Fine Arts** 

California Institute
Of The Arts

Introduction to Creative Direction

ArtCenter

# **SKILLS**

Microsoft Office Suite

Art Direction

Social Media + Content Creation

Adobe InDesign + Photoshop

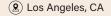
Video Editing (Premiere, Final Cut, iMovie)

## **CLIENTS**

Absolut Louis Vuitton
Smartwater Sephora
Betsey Johnson Backblaze

## INTERESTS

Music Film
Trend Forecasting Sports
Branding Technology



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