

DAVID OLSON

[314-277-9448](tel:314-277-9448)

www.davidjolson.com

dolson1014@gmail.com

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR | STORYBOARD MEDIA, DURHAM

OCT 2018, PRESENT

Oversees the creative direction for all video content, from concept to completion.

- Responsibilities include leading brainstorming sessions, developing creative treatments, budgeting projects, pitching to clients, serving as **head copywriter, copy editor, and script supervisor**, and directing video shoots.
- Contributed to the production of **100+ videos for B2B clients** in SaaS, healthcare, logistics, manufacturing, and retail, including **\$1B 'unicorn' brands** Trulioo, Splashtop, and Criblio.
- Projects pitched and won **generated \$600K+ in company revenue** between May 2021-2022.
- Steered internal thought leadership content creation that resulted in **62 video podcast episodes, 72 newsletters, 42 blog posts, and 6 case studies** during tenure.

SENIOR COPY STRATEGIST | COALITION, LOS ANGELES

OCT 2016, OCT 2018

Determined the SEO content strategy for B2B and B2C brands in a client-facing role.

- **Managed a team** of in-house copy strategists and a nationwide network of freelance copywriters.
- Oversaw the production of **300+ pages of copy for up to 30 clients each month**, including web copy, blog posts, white papers, newsletters, social media posts, and PPC ads.
- **Achieved measurable improvements in campaign KPIs**, including SERP rankings and domain authorities.

SENIOR COPYWRITER | JMK LIFE FILMS, LOS ANGELES

AUG 2017, OCT 2018

Wrote story-driven comedy screenplays based on real families and real-life situations.

- **Scripted 6 short films** that ultimately went into production during tenure.
- **Lead creative brainstorming sessions** and **presented concepts** to key stakeholders.
- Worked with producers to process script notes and **implement feedback in a timely manner**.

MANAGING EDITOR | THE TRACKING BOARD, LOS ANGELES

JUNE 2015, OCT 2016

Drove the daily editorial strategy for www.tracking-board.com.

- **Managed team of staff writers and remote contributors** to publish up to two dozen pieces of original content daily; published **1000+ pages of content during tenure**.
- Helped propel the **TB Launch Pad Screenwriting Competition to a Top 10 'Best' status**, per Coverfly.
- Contributed to the accumulation of **44K+ Facebook followers** and **40K+ Twitter followers**.

EDUCATION

DePaul University, Chicago
MFA in Writing for Television & Film, 2015

Tulane University, New Orleans
BA in Creative Writing, 2008

ADDITIONAL SKILLS, ACCOLADES, AND ACTIVITIES

- Google Adwords & SEO Certified (Fundamentals, Search, Mobile, Display)
- Graduate of The Second City Training Center (Writing, Improvisation)
- Published children's book author (*Don't Be Like Trump*, Mascot Books)
- Awarded Best Original Screenplay, Premiere Film Festival
- Volunteer & Foster, Independent Animal Rescue of Durham

References available upon request.