

SCOTT CHERNOFF

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Versatile, creative Writer and editor of engaging, quality content for websites, advertising, magazines, books and TV. Experience operating under demanding schedules and deadlines to deliver extraordinary results for Disney, Lucasfilm, Paramount, Grey, Mashable, Uproxx, ABC, NBC, TBS, MTV, Netflix, Random House, Supercell, more.

| WORK HISTORY

Freelance Copywriter

Los Angeles, CA – 06/2022 –

- Currently working on campaign for Five Star Painting.
- Recent clients include Supercell (Norway) and Oneupweb (Traverse City, MI).
- Polished copywriting, campaign ideation, digital ads.

Grey Group – Creative Director / Writer

Los Angeles, CA • 12/2021 – 05/2022

- Creative Director for ad campaign for major brand.
- Wrote series of television commercials.
- Develop characters and “show bible” for campaign.
- Craft text for digital campaign (banners, extensions).

Looper.com and ScreenRant.com – Staff Writer

Los Angeles, CA • 09/2020 – 12/2021

- Wrote daily content covering film and TV news.
- Stay on top of industry and genre trends.
- Source and select photos and other art.
- Format posts for publishing and SEO standards.

Walt Disney Studios – Writer

Burbank, CA • 09/2019 - 06/2020

- Wrote all scripts for 8-episode online series
- Crafted outlines of each episode and arc of series.
- Created new character to join established ensemble.
- Ensured scripts met standards of all Disney divisions.

| SKILLS

- Copywriting
- News and Feature Writing
- Interviewing
- Copy Editing and Proofreading
- Investigative Research
- Story development
- Comedy Writing
- Editing Video and Audio
- Voice-Over Narration
- Podcasting

| EDUCATION

University Of California, Santa Cruz

Santa Cruz, CA

Bachelor of Arts: Literature / Creative Writing

| AWARDS/NOMINATIONS

WRITERS GUILD OF AMERICA (WGA)

WGA Award Nominee, 2013

Outstanding Writing in a Comedy/Variety Program

Paramount Television – Staff Writer

Hollywood, CA • 01/2016 - 01/2019

- Staff Writer for 2 seasons of TV sitcom, *School of Rock*.
- Contributed pitches and rewrites to all 33 episodes.
- Initiated four credited scripts for aired episodes.
- Hewed to network guidelines for family programming.

Uproxx.com – Head Writer

Culver City • 12/2014 - 01/2016

- Head Writer for daily satirical news stream, *The Desk*.
- Supervised team of writers, editors and graphic artists.
- Responsible for daily on-time delivery of show.
- Oversaw planning/scheduling of content and staff.
- Led brand integration campaigns with major sponsors.

Conan (TBS) – Staff Writer

Burbank, CA • 09/2010 - 10/2013

- Staff Writer for nightly talk show, *Conan*.
- Responsible for pitching, writing and producing daily.
- Oversaw all aspects of approved pitches: casting, production, graphics, sound, music and editing.
- Created and edited numerous video pieces for air.

Lucasfilm Ltd. – Managing Editor / Writer

Los Angeles, CA • 06/1996 – 06/2002 – Managing Editor/Lead Writer

• 02/2010 – 10/2014 – Freelance Writer

- Managing Editor and Lead Writer for Lucasfilm's official magazine, *Star Wars Insider*, from 1996-2002.
- Responsible for all aspects of the magazine, from conception through publishing.
- Wrote or assigned all articles.
- Edited, copy edited and proofread all content.
- Led team of writers, photographers, and designers.
- Coordinated with various divisions to ensure all content adhered to company's guidelines for style and quality.
- Brought all issues to press on time and under budget.
- Drove circulation up, to over 1.4 million readers.
- Returned as a freelance writer from 2010-2014.