

LAURA GUZIK-COHN
310-795-8469
<https://www.monkeybutlerink.com>

WORK EXPERIENCE

Senior Copywriter, Starlight Children's Foundation, Culver City, CA, July-October 2019.

- Created copy and content for fundraising campaigns Stream For Starlight and Give Happiness, website relaunch starlight.org., and for social media channels.
- Co-created branding and copy guidelines.
- Worked on any other copy and content needs as they arose.

Head Writer/Creative Director, Monkey Butler Ink, Los Angeles, CA. January 2004-ongoing.

- Copy, content, social media, and script writer and editor for Pop TV, Double Secret Agent, HSH Preschool, ThinkLab, haleARTS SPACE Build-A-School/Save the Children, plus numerous scripts and plays.

Copywriter/Web Content Editor, VCA, a division of MARS, Los Angeles, CA. January 2018 - April 2019.

- Edited and maintained 750+ hospital websites using Sitecore CMS.
- Created copy and content for other departments as needed.

Content Creator Consultant, SmartyPants Vitamins, Venice, CA. April-August 2017.

- Creative marketing writer and editor for social media, web site, Amazon, blog posts, and any other marketing needs as they arise.

Digital Copywriter Consultant, Technicolor, Los Angeles, CA, October 2016-January 2017.

- Copy and content writer and editor for Technicolor.com's The Future Trust, highlighting ongoing advancements in storytelling, content experiences, and emerging technologies.

Senior Content Writer, Precise Online, Santa Monica, CA. March-September 2016.

- Content writer and editor for dental, veterinary, and financial clients. Specialized in landing pages, one sheets, banner ads, and sales funnels with heavy CTAs and immediate performance metrics.

Senior Copywriter/Producer, Catur Agency, Redondo Beach, CA. November 2015-March 2016.

- Copy, content, and PR writer and editor for Office Beacon, LLC. in addition to various clients.

Writer/Producer, ReBoot Entertainment, Los Angeles, CA. March-September 2015.

- Wrote, researched, and produced episodes of 'Celebrated' for the REELZ Channel.

Marketing Editor Consultant, Scopely, Culver City, CA. January-March 2015.

- Wrote and edited content and copy for push notifications, ASO, SEO, and CRM for mobile gaming.

Travel Coordinator, Anonymous Content/Serial Pictures, Culver City, CA. March-October 2014.

- Researched, negotiated, and booked travel, accommodations, and ground transportation for talent and crew for commercial production. Clients: Nike, Apple, Bose.

Owner/Operator, Monkey Butler LA, Los Angeles, CA. January 2008-March 2014.

- Personal assistant/concierge and writers assistant for several high profile clients.

Production Coordinator, Girls in the Director's Chair, Dreaming Tree Films, Culver City, CA 2007

• Handled all production related issues for a teen filmmaking project.

Office/Production Coordinator, The Ebeling Group, Playa Del Rey, CA. Feb 2007-Sept 2007.

- Managed office, reception, rolled calls, fielded all calls for President, in charge of all purchasing, liaison between accounting and freelancers, set up office space for all commercial productions.

Art Department Coordinator, "Black Dynamite", Ars Nova PGM, Glendale, CA. October 2006-February 2007.

- Fielded all calls, created and distributed all memos, tracked budgets, ordered wallpaper and carpet samples. Kept the art department supplies stocked, copied and distributed blueprints, and generally made sure everyone was "kept in the loop".

Script Coordinator, "Imagination Movers", Zydeco Prod./Disney Playhouse. June-Sept 2006.

- Liaison between the writing and production departments. Checked all drafts for proper formatting, spelling, punctuation and continuity before releasing. Delivered scripts to the production team and handled any clearance issues.

Writer/Director/Producer, "Mama's Little Baby", Monkey Butler Productions. May 2006.

- Wrote, directed, and produced my own film.

Art Dept. Assistant, "The H-Man Cometh", Universal Studios, Playa Del Rey, CA. August 2005-January 2006.

- Conducted all research for Production Designer and Art Director, copied and distributed blueprints, ran all art department errands, maintained supplies and kitchen.

Production Secretary, "Clerks 2", Askew Part Deux, Los Angeles, CA. June 2005-August 2005

- Worked on clearances with Executive Producer, handled scheduling of all talent physicals, stocked office supplies and kitchen, researched anything the Director needed, distributed scripts, drove out-of-town talent from rehearsals to hotels, and took care of any needs as they arose.

Office PA, "It's Always Sunny in Philadelphia", F/X Network, Los Angeles, CA. April-June 2005.

- Assisted production with casting, handled all start-up paperwork, stocked supplies for office and kitchen, and ran to and from set for production.

Production Secretary, "Skeleton Key", Universal Studios, CA. January-April, 2005.

- Liaison/host for talent, ran errands, stocked office supplies and kitchen, distributed scripts.

Office PA, "House of the Dead 2", Mindfire Entertainment, WLA, CA. October 2004-January 2005.

- Assisted production with casting, handled all start-up paperwork, stocked supplies for office and kitchen, ran to and from set for production, made sure all unions and guilds were signatory.

Segment PA, "Girls Behaving Badly", Oxygen Network, Los Angeles, CA. August-October 2004.

- Hidden camera prank show featuring Chelsea Handler. Found all the guests for the show and set up the pranks. Handled on releases on the day of the shoots.

Office Manager, Chesapeake Group Productions, Los Angeles, CA. January-August 2004

- Managed office, reception, rolled calls, fielded all calls for managing partners.

Freelance Copywriter, Milwaukee, WI, and Chicago, IL. November 2002-December 2003

- Created copy and content for several small clients. Main client: Milwaukee Montessori School.

Senior Copywriter, The Roberts Group, Milwaukee, WI. June-November 2002.

- Created and researched copy for print, radio, B2B, B2C, and digital for boutique healthcare agency.

Copywriter, Sprecher Bertalot, Milwaukee, WI. June 2001-June 2002.

- Created and researched copy for print, radio, B2B, B2C, and digital for boutique full-service agency.

Copywriter/Producer, Boelter & Lincoln, Milwaukee, WI. November 2000-June 2001.

- Wrote and produced content for broadcast, digital, radio, print, B2B, B2C, and outdoor.

Copywriter, Saks Incorporated, Milwaukee, WI. July 1999-September 2000.

- Catalog copywriter for Saks Fifth Avenue and all stores in Saks, Inc. family.

Junior Copywriter, Laughlin|Constable, Milwaukee, WI. January 1997-June 1999.

- Wrote and produced content for broadcast, digital, radio, print, B2B, B2C, and outdoor.

BOOK LEARNIN'

Creative Gymnastics Writer's Workshop with Kristin Hanggi, Los Angeles, CA.

Continuity and Script Supervision, UCLA Extension, Westwood, CA.

University of Wisconsin - Milwaukee. English major, double minor in History and Film Studies.

University of Wisconsin - Parkside. Pre-Med. Stop laughing.

NOT A CIRCUS FREAK – JUST MULTI-FACETED.

Extensive content and copywriting experience including digital, podcast, and commercials.

Extensive and varied social media presence (Facebook, Twitter, Instagram, LinkedIn)

iOS and PC - I know both platforms and most programs (Office Suite, Google Docs, Adobe Suite)

Final Draft expert with screenwriting and script coverage experience.

WordPress, Gatsby, and SiteCore proficient. Like I won't erase your website or anything.

Some experience with Google Analytics and Facebook Insights.

Basecamp, Asana, Teams, Zoom, Slack, GoToMeeting – I can organize or converse on it.

Hyper-organized with outstanding research capabilities.

Excellent written and verbal communicator.

