

# LAURA NAPOLI – Creative Storyteller

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## WHO I AM:

I have been working as a professional actress, improviser, stuntwoman and brand marketer for over 10 years. I love and excel at storytelling in all its forms, and that – along with my highly creative brain, attention to detail, congenial demeanor and ability to flourish under pressure – make me an ideal candidate for any copywriting job. Currently, I have been freelancing in a variety of jobs, but most relevantly as a copywriter for the entertainment marketing firm Workshop Creative. I am now seeking a full-time copywriter position. Thank you for your consideration and I hope there is ice cream in your future...unless you are lactose intolerant.

## WHAT I'VE DONE:

### **Copywriter, Workshop Creative** (since 2015)

Two years freelance copywriting in the entertainment marketing field:

- Generate well-edited copy on very quick turn arounds, sometimes 24-48 hours.
- Consistently bring ideas to the table during brainstorming sessions while also eagerly listening to and supporting the ideas of the team members.
- Produce versatile, effective, brand-specific copy for promos with a great deal of wit, when appropriate.
- Devise and write inventive, engaging marketing campaigns.
- Avidly accept edits and make thorough adjustments on all my work.

### **Brand Representative, Southwest Airlines, NY Toy Fair, Heineken, et al.** (since 2007)

Ten years B2C and B2B brand promotions for numerous products and industries:

- Interact in-person with consumers and retailers as a brand spokesperson, relaying marketing talking points as well as developing impromptu marketing material.
- Gently, yet energetically, promote product purchasing and succeed in meeting campaign goals.
- Be an integral and informative facilitator of brand education on product launches.
- Serve as event staff for trade shows and corporate events.
- Exercise ongoing problem-solving skills that result in customer and client satisfaction.
- Provide field reports from on-site engagement, including photos, prospect responses, tallies of interactions, etc.

### **Team Builder, The Go Game** (since 2009)

Eight years conducting corporate team building scavenger hunts:

- Improvise various roles as part of challenges for corporate clientele to improve their group bonding and cohesiveness.
- Referee games and coach tasks to encourage friendly competition and inspire creativity.
- Use cheerleading and lively banter to create an environment conducive to self-improvement of client's employees.

### **Communication Expert, USC Medical School & PA Program** (since 2008)

Nine years training both medical and physician assistant students in clinical technique skills:

- Master numerous medical case studies in order to portray patients for student encounters that include interviews and physical exams.
- Recall questions asked and procedures done by students during mock medical appointments.
- Grade students and provide constructive feedback.
- Workshop patient/physician interaction methodology in group settings.

**Writer/Producer/Performer, Gross National Product, Official Comedy Channel, et al.** (since 2005)

Twelve years experience in improv and sketch comedy:

- Training from Second City NY and privately with Second City Chicago and iO West instructors.

**Freelance Actress/Stuntwoman, ABC, Capcom, Universal Studios Hollywood, et al.** (since 2005)

Twelve years acting, including: national commercials, motion capture and stunts.

**Storytelling Teacher, We Tell Stories** (2006-2010)

Four years teaching LAUSD elementary school students aged 5-11 acting and improv by using the VAPA standards in conjunction with the LAUSD Open Court program.

**WHERE I LEARNED:**

**BA in English/Dramaturgy Specialization, Barnard College/Columbia University**

- Awards: Cum laude, Dean's List, "Pass with Distinction" on Senior Requirement, Eugene Raskin Writing Prize.
- Marketing and advertising courses at the Columbia Graduate School of Business.

**SKILLS I BRING:**

- Experience with Microsoft Office, Google Docs, Adobe Premiere, iMovie, Final Draft.
- Well-versed in the *AP Style Guide* and *Chicago Manual of Style*.
- Adept at editing and able to write in multiple voices, for varied audiences.
- Resourceful researcher, surfacing up pertinent insights.
- Excellent time-management and organizational skills.
- Can distill anything down to its essence and thrive on getting to the heart of the matter.
- Strong working knowledge of the creative process.
- Talented improviser, problem-solver, puzzle-builder.

**PEOPLE WHO VALUE MY WORK:**

- Seth Berkowitz @ Workshop Creative  
Work: 310-860-2100 / Cell: 818-269-4424 / E-mail: [seth@workshopcreative.net](mailto:seth@workshopcreative.net)
- Brett Jackson @ The Go Game  
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- Samuel E. Wilkes @ UCLA Medical School (formerly @ USC Medical School)  
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