

Laura Cryan

Writer | Producer | Creative

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Aug 2015 – Present

Writer-Producer at Open Road (Entertainment Marketing Agency)

- Lead and shape creative for entertainment marketing campaigns from concept through execution across streaming, digital, and linear platforms for a variety of high-profile and independent clients
- Concept and create elegant and effective work from marketing briefs, strategy, and pure imagination
- Effectively lead and pitch/present creative both internally and to clients
- Work closely with AV editors to produce eye-catching and award-winning creative
- Demonstrate a mastery of conceiving and campaign architecture on a daily basis
- Find and execute creative and award-winning solutions for unique marketing challenges
- Manage and mentor a team of writers and coordinate freelance support as needed
- Develop and maintain relationships with clients at major networks and studios
- Effectively manage timelines, budget, & workload to create an efficient and balanced workspace
- Manage up, anticipate needs, set & meet/exceed expectations
- Engage in day-to-day communication with internal team, clients, and creative partners to ensure alignment on all creative goals deliverable assets, and timelines
- Build and populate sleek and effective Keynote slide decks with creative for client presentation
- Innovate from within to explore new avenues for potential business to keep the company adaptable, sustainable, and an industry leader
- Drive creative exploration to new areas, think outside the box, and deliver winning ideas the company becomes known for and that clients hold up as example
- Write and finish AV copy and taglines across trailers, TV spots, and posters/billboards
- Write award-winning original and parody promotional songs
- Write media day concepts and scripts for A-List talent including making changes on-set to accommodate accelerated shoot times and talent needs

Feb 2015 – Aug 2015

Writer's Assistant at Open Road

- Provided office support in the form of client communication regarding timelines and deliverables
- Worked closely with AV editors and participated in every stage of the creative process

Sept '14 – Dec '14

Development Intern at Working Title

- Wrote script coverage for a variety of genres of scripts for both TV and film
- Provided office support including rolling calls and delivering scripts + materials to executives

Sept '11 – May '14

Technical Support Specialist at Journalism Production Center at Emerson College

- Assisted students and faculty in operation of Final Cut Pro Editing systems using SIENNA Newsroom Automation, Audacity/Adobe Audition Audio Edit Suites, and HD Ross Overdrive Control Room/Studio

Technical Skills

Windows & Mac OS, Microsoft Office Suite, Google Suite (Gmail, Docs, Slides, Meet, Sheets), Adobe Creative Suite (Premiere Pro, Photoshop, Illustrator), Final Draft, Final Cut Pro, Keynote, Trello, Vimeo, Youtube, Instagram/Meta platforms, Slack, Wiredrive, Box, Frame.io, Airtable, Zoom, Teams, WebEx

Leadership, time management, workspace efficiency, client-facing presentation, ability to work seamlessly between internal teams all the way up to A-List talent and high profile clientele

References & Portfolio Available Upon Request