

SHANE COBURN

Los Angeles-based storyteller, content creator, and creative problem-solver making a positive impact on the world.

HIGHLIGHTS

- Alumnus of the Warner Bros. Television Writers' Workshop
- Independent and writers' room experience
- Supervising Producer on hit series, *Bruce Lee Lives!* and *Built to Shred*
- Aggressive Skaters' Association Entrepreneur of The Year
- Named as an inventor on several worldwide patents

SKILLS

Storytelling - Copywriting - Scriptwriting - Creative Writing - Content Creation - Advertising Copy - SEO - Branding Marketing Strategy - Creative Direction - Headlines - Social Media - Earned Media - Design - UX - Memes - Video

WORK EXPERIENCE

+ WRITER & CONTENT CREATOR @ VARIOUS ORGANIZATIONS (10/13 - Present)

- B2B & B2C copywriting: Blog posts, SEO, outbound, inbound for *Mediakix*, *Cleverly*, *Imprint*, *LeaseLock*
- Science & Culture creative writing: Blog posts, SEO for *Ranker*
- Film & Television screenwriting for *Warner Bros.*, *Virgin Produced*, *Ineffable Pictures*, *Coalition Group*
- Streaming & Commercial scriptwriting for *Funny or Die*, *Gifted Youth*, *RYOT*, *Ranker*

+ DIRECTOR OF DEVELOPMENT & CURRENT PROGRAMMING @ FUEL TV (08/09 - 07/12)

- Conceptualized, pitched, and managed multiple pilots and series.
- Wrote treatments, voice over, show collateral, series and episode descriptions.
- Managed relationships and negotiated deals with producers, agents, talent, and studios.
- +217% ratings during tenure (+350% prime)

+ MARKETING DIRECTOR & PROJECT MANAGER @ BEDFORD FALLS COMPANY (10/07 - 12/08)

- Wrote taglines, blog posts, social posts, white papers, SEO copy, FAQs, and metadata.
- Managed content strategy, as well as team of copywriters, marketers, and social media staff.
- Oversaw content workflow between post production, web developers, and distribution partners.
- Oversaw and contributed to three site redesigns.

+ MARKETING DIRECTOR @ WEBRIDESTV (04/07 - 10/07)

- Led marketing team in SEO, newsletter, and outreach initiatives.
- Scripted and developed video segments and special promotions.
- Attracted repeat viewership through earned media partnerships and campaigns.
- Worked with cross-platform teams to launch new shows, site features, and promos.

+ CO-FOUNDER & CREATIVE DIRECTOR @ TRENDKILLER (01/00 - 04/07)

- Co-created award-winning inline skate brands, *Mindgame* and *Xsjado*.
- Directed all brand, product, and marketing verticals.
- Created graphics and copy for all print, web, and video campaigns.
- Oversaw design, production, sales, and distribution.

EDUCATION

- 2014 Warner Bros. Writers' Workshop: One of nine writers selected from a pool of 2,000+.
- No university BA or MBA: Autodidact, real-world experience, generalist.

INTERESTS

Effective Altruism - Science - Reason - Philosophy - Environmentalism - Economics - Politics - Justice - Equity Inclusion - Animal Rights - Engineering - Innovation - Health - Meditation - Fitness - Parkour - Inline Skating

Email: inkodachrome@gmail.com Portfolio: shanecoburn.com LI: [linkedin.com/in/shanecoburn](https://www.linkedin.com/in/shanecoburn) IMDB: [imdb.com/name/nm4783368](https://www.imdb.com/name/nm4783368)