

JOHN E. DEAVER

Wordsmith for Hire

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Seasoned creative consultant and freelance copywriter with a passion for collaborative storytelling specializing in brand exploration, retail packaging, scriptwriting, print, and digital media.

WORK EXPERIENCE

Nvisionative Design	2019-Present
Generate innovative content and superior strategic solutions across all advertising and design platforms. Interface with clients to maintain consistent brand voice for local and national messaging initiatives.	
Mattson Creative	2018-Present
Expand brand awareness through print, web, retail packaging, POP displays, in-store signage and other critical copy driven materials for <i>FAO Schwarz</i> , <i>Target</i> , <i>IKEA</i> , <i>Fanta</i> , <i>Sony Pictures</i> , and <i>20th Century Fox</i> .	
STX Entertainment	2017-Present
Devise effective and ongoing marketing collateral in support of animated and live action film franchises.	
Discovery Communications, Inc.	2006-2015
Executed solid positioning statements, pledge copy, and strategic naming projects for network branded merchandise, in-store signage, apparel, and retail packaging.	
NBCUniversal	2005-2014
Maximized brand potential of studio legacy assets through style guides, sell sheets, and digital media.	
G Adventures • Contiki Tours • Discovery Adventures	2005-2014
Developed mission statement, pledge copy, and campaign collateral for assorted travel & tourism brochures, catalogs, promotional material, and online media.	
Vtech Kids • Playmates Toys • THQ Inc..	2006-2014
Provided retail packaging, trade-show presenter scripts, catalog content, and product instruction manuals.	
Ebru Television	2008-2010
Delivered compelling voice over narration, teaser copy, and advertising collateral for weekly internet documentaries <i>Soul Survivor</i> and <i>Helping Hands</i> .	
Legacy Interactive	2007
Successfully worked with director, actors, and game designers to create, script, and edit the video game adaptation of NBC's award-winning television drama, <i>E.R.</i>	

SCREENWRITING EXPERIENCE

<i>South of Hell</i>	<i>WeTV</i>	2016
<i>Splitting Adam</i>	<i>Nickelodeon Original Movies</i>	2015
<i>In Enemy Hands</i>	<i>Lions Gate Films</i>	2006
<i>Soccer Dog: European Cup</i>	<i>Columbia TriStar Home Video</i>	2005

EDUCATION

Temple University, Philadelphia, PA School of Theater, Film and Media Arts	1989-1993
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MISCELLANEOUS

Avid Star Wars Geek • Former Bass player in an all 80s cover band • Unapologetic card-carrying member of the KISS Army

For more information or to explore a sample of my work please visit www.jdeaver.com