

ANN AUSTEN  
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WRITER - PRODUCER – CREATIVE EXECUTIVE - EMMY AWARD WINNER

## EXPERIENCE

A multi award-winning writer/producer with extensive development experience and a background in both production and broadcasting who's been tapped to create and produce films, series, games, podcasts, live events and digital content for many well-known companies and diverse brands. An established writer with many critically acclaimed and commercially successful projects under my belt, I have built my career turning ideas into compelling, executable realities. I'm an industry leader who cherishes the power of collaboration, whether working independently or drawing from a broad circle of creators to assemble a team of top-notch talent for any project, live action or animation. A self-starter with exceptional organizational skills, I'm a soup-to-nuts creative producer who can conceive, develop, execute and market projects across the entertainment landscape.

## EXECUTIVE ROLES

### **MATTEL – Creative Producer, Barbie Content (2017 – 2024)**

I was hired for a six-month gig to fix a troubled production and ended up overseeing the vast majority of all animated Barbie content created between 2017 – 2024, including premium Netflix content, multiple YouTube series, video games, and a podcast. Worked closely with the Barbie Brand Team to ensure Mattel's content objectives were met and exceeded and increased product sales across the board.

Specific duties included serving as Co-Ep and show runner on multiple series, long-form specials, and interactive content, managing writers, production partners, and post teams. Developed original animated series and movie concepts and oversaw them to completion, delivering every project on time and on budget. In addition to writing many projects and episodic scripts, I story-edited every script for the projects I worked on, as well as working closely with composers to provide song concepts and lyrics. Voice-directed on numerous episodes when regular series director was unavailable. Attended every mix, working closely with mixer to fine-tune every audible aspect to ensure a clear, comprehensive story and finely polished final project.

### BARBIE HIGHLIGHTS:

Every Netflix project I oversaw and wrote premiered in Netflix's Kids top ten. *Princess Adventure* and *Chelsea and Barbie And The Lost Birthday* spent weeks on Netflix's overall top ten list. The series *A Touch of Magic* which I developed from scratch, was in the top 10 on Netflix for a month, and the pilot, which I wrote, was Mattel's number 1 most watched video on the Barbie YouTube channel in 2024, and is the number 9 most viewed of all time, with over 36 million views, and continues to grow.

### **COOKIE JAR – SVP Creative Development and US Sales (2007-2010)**

As the writers' strike of 2008 approached, I transitioned from writing back to executive work, heading up development, seeking co-production partners, and overseeing U.S. sales. Because Cookie Jar was a Canadian company, I got to work with Canadian writers and broadcasters, as well as top US broadcasters like Cartoon

Network and PBS, to create and deliver series with a decidedly international appeal. Some highlights include working on *Doodlebops*, *Arthur*, and *Caillou*.

### **SABAN ENTERTAINMENT – VP Development (1995-1997)**

As an executive producer on Saban's live-action series, I shepherded and oversaw creative direction on multiple projects, including *VR Troopers*, *Masked Rider*, and many seasons of the top kids show in the world, *Mighty Morphin' Power Rangers*, and its subsequent seasons *Power Rangers Zeo*, *Power Rangers Turbo*, and *Alien Rangers*. Deeply involved in casting, writing, and on-set producing. Approved every step of creative, including scripts, episodic directors, wardrobe, props, and sets. Interfaced with network execs, including managing Broadcast Standards input. Served as post creative producer working closely with editors, attending all on-line sessions and supervising every cut. Attended every mix and worked closely with mixer, composer, and ADR producer to ensure final episode came together as a tight, cohesive, entertaining and impactful story.

### **FOX KIDS – Director of Development, Production, and Affiliate Promotion (1990-1995)**

Wore many hats at the start-up network as it grew from inception to the number one kids content provider in the world. Took thousands of pitches and helped select the few projects that would be piloted. Worked closely with producers whose shows were in production, reviewing story boards, scripts, attending voice records for animated projects, and making set visits on live action shows to ensure all projects delivered on the network's vision. Reviewed every single cut of every show I was the exec on, including *Power Rangers*, *Animaniacs*, *Tom and Jerry Kids*, *Taz-Mania*, and *Carmen Sandiego*.

Under the promotion umbrella, I wrote, voice-directed, and produced national on-air promotional spots, and worked with local Fox affiliates to ensure they promoted the Fox Kids Network content in a consistent and professional manner. I managed the Fox Kids Club, with over 5 million members, doing whatever it took to get kids their membership materials and make them feel part of the network, including sitting on the floor for hours answering their fan mail.

I was also responsible for overseeing cell restoration, working with animation studios to preserve key frames that would be used for archival and promotional purposes.

### **WRITING/PRODUCING HIGHLIGHTS:**

#### **WAFFLES AND MOCHI**

As Co-Ep of the Obama's first full series for kids, I ran the writers' room and was fortunate to work with exceptional prime-time writers, comedians, actors, and producers, and a world-class documentary team. The nature of the show was complex, with scripted elements, puppets, doc segments that needed hours of research, original songs, animated interstitials, and scheduling around our star, Michelle Obama. The end result is a charming, whimsical and enchanting series that premiered in Netflix's top ten, and has received widespread acclaim, awards, and multiple Emmy nominations, including Best Writing and Best Series.

#### **THE SNOWY DAY HOLIDAY SPECIAL**

Based on the book by Ezra Jack Keats, this beautiful Amazon Original has become a holiday classic. Together with my partners, I was fortunate to oversee every aspect of this project, from co-writing the script, working with the animation studio to develop a look that honored the book, supervising voice records with A list stars like Laurence Fishburne, Angela Bassett, and Regina King, working with Boyz II Men to develop an original and iconic song, working with up-and-coming and now Oscar-winning composer Kris Bowers on a score that went on to win an Emmy. Overall we were nominated for 5 Emmys, including best sound mixing, which I was heavily involved with. In

addition to Best Score, we won Best Preschool Project, as well as two Kidscreen awards, and received a BAFTA nomination for best international production.

#### NFL RUSHZONE

In its brief time on Nicktoons, this unique joint venture between Nickelodeon and the National Football League was Number 1 in its time slot with its target audience of boys 6-11, and was one of the most successful McDonald's happy meals of all time. In addition to being story editor and producer, I voice directed multiple NFL players, which was a massive undertaking that required immense creative and production flexibility, such as sending a crew to Drew Breeze's hotel room for one episode because he was on vacation but we needed his performance to make our deadline.

#### DISNEY CHANNEL ORIGINAL MOVIES

I was fortunate to write, produce, and ghost write multiple DCOMS in their heyday, including *Motocrossed*, *Stepsister From Planet Weird*, *The Ultimate Christmas Present*, the iconic *Johnny Tsunami* and its sequel *Johnny Kapahala Back On Board*, earning two Humanitas awards and a WGA award.

#### SELECT CREDITS

BARBIE: DREAM BESTIES (Mattel/YouTube) Short Form Series, Writer  
BARBIE AND BARBIE PODCAST (Mattel/Sony Music) Consultant  
BARBIE: PROJECT FRIENDSHIP (Mattel/ Outright Games) Console Video Game, Writing Supervisor  
BARBIE AND BARBIE ON SET (Mattel/YouTube) Short Form Series, Executive Producer, Writer  
PHOEBE AND JAY (Mainframe/PBS) Animated Series, Writer  
SUPERKITTIES (Sony/Disney Jr.) Animated Series, Writer  
MUSIC TIME (Netflix Original Series/Moonbug) Animated Series, EP, Developed For TV by, Head Writer  
BARBIE: A TOUCH OF MAGIC (Mattel/Netflix) Animated Series, Co-Ep, Head Writer  
BARBIE EPIC ROAD TRIP (Mattel/Netflix) Interactive Animated Feature, Co-Ep, Lead Writer  
BARBIE: SKIPPER AND THE BIG BABYSITTING ADVENTURE (Mattel/Netflix) Animated Movie, Co-Ep  
BARBIE: MERMAID POWER (Mattel/Netflix) Animated Movie, Co-Ep, Writer  
BUSTER'S BIG HALLOWEEN ADVENTURE (Moonbug/YouTube Kids) Animated Movie, EP, Writer  
BARBIE AND CHELSEA THE LOST BIRTHDAY (Mattel/Netflix) Animated Movie, Co-Ep, Writer  
BARBIE VLOGS (Mattel/YouTube Kids) Short Form Animated Content, Co-Ep, Writer  
JUST BEING AUDREY (Splash Entertainment) Animated Feature, Writer  
BUSTER SAVES CHRISTMAS (Moonbug/YouTube Kids) Animated Movie, Writer  
BARBIE: PRINCESS ADVENTURE (Mattel/Netflix) TV Animated Movie, Co-Ep, Writer  
WAFFLES AND MOCHI (Netflix/Higher Ground Productions) Live Action, Puppets, Mixed Media, Co-Ep, Writer (Multiple EMMY Nominations)  
MOLLY OF DENALI (WGBH/PBS) Animated Series, Writer  
BARBIE DREAMHOUSE ADVENTURES (Mattel/Netflix) Animated Series, Co-Ep, Head Writer (CYNOPSIS Award)  
REBOOT: THE GUARDIAN CODE (Rainmaker) Live Action and Animated Series, Executive Story Editor, Writer  
KODY KAPOW (Zodiak Kids/Sprout) Animated Series, Writer  
SNOWY DAY (Amazon) Animated Special, Writer, EP (EMMY Winner, KIDS SCREEN Winner, BAFTA Nominee)  
WE'RE LALAPOOPY (MGA/Netflix) Animated Series, Story Editor, Writer  
VALT THE WONDER DEER (Dreameast Pictures) Animated Series, Head Writer  
POWER RANGERS: DINO CHARGE (Saban/Nickelodeon) Live Action Series, Writer  
ATOMIC PUPPET (Technicolor/Mercury/DHX/Disney XD) Animated Series, Writer  
KOOKOO HARAJUKU (Moody Street Productions/10) Animated Series, Writer  
DRAGONS: BEYOND BERK (DreamWorks Animation/Netflix) Animated Series, Writer  
NFL RUSH ZONE (NFL/Rollman Entertainment/Nicktoons) Animated Series, Story Editor, Producer  
SHEZOW (Moody Street/10/The Hub) Animated Series, Writer  
WILD GRINDERS (Home Plate Entertainment/Nicktoons) Animated Series, Writer

JOHNNY KAPAHALA: BACK ON BOARD (DCOM) Family Feature, Writer (HUMANITAS and WGA Award Winner)  
POWER RANGERS: DINO THUNDER (Disney/Village Roadshow) Live Action Series, Writer, EP  
POWER RANGERS: NINJA STORM (Disney/Village Roadshow) Live Action Series, Writer, EP  
SK8 (Tom Lynch Company/NBC) Live Action Series, Writer, Co-EP  
JOHNNY TSUNAMI (DCOM) Family Feature, Writer (Nominated for a HUMANITAS Award)  
MOTOCROSSED (DCOM) Family Feature, Writer, EP  
ROBOCOP (MGM Animation) Animated Series, Writer  
INCREDIBLE HULK (New World) Animated Series, Writer  
MASKED RIDER (Saban) Live Action Series, Co-Producer  
MIGHTY MORPHIN POWER RANGERS (Saban) Live Action Series, Co-Producer  
V.R. TROOPERS (Saban) Live Action Series, Co-Producer

**EDUCATION** – University of Southern California, BA, MA, School of Cinematic Arts, Critical Studies  
Cum Laude, Suma Cum Laude