

# JENNY URICE

**Sr. Producer | Copywriter | Creative MKT**  
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**WEBSITE**     [www.jennyurice.com](http://www.jennyurice.com)                     **LinkedIn** [here](#)

**SKILLS**             Copywriting. Video production. Scripting. Leadership. Creative concepts.  
Managing teams. Project mgt. Content development. Interpersonal skills.

## EXPERIENCE

**Viva Creative**     **Managing Content Producer** March 2022 – Present

- Create content for clients including sizzle reels, branding and mkt vids, graphics, teasers, campaigns, and more
- Write copy for digital, video scripts, proposals, exec speeches and on-stage. Recently wrote remarks for Katy Perry and Harry Connick Jr. at multi-million dollar events

**DISH**                     **Contractor, Premiums mkt + blogger** August 2021 – July 2023

- Execute and manage marketing tactics with premium programmers including HBO, Showtime, Starz, Sony, Fox, etc.
- Copywrite and research material for Scott Patrick and Dish Studio team
- Write blogs for the *Dish Dig* and *What's on Sling*

**Bonfire Agency**     **Copywriter** January 2022 – April 2022

- Wrote copy for social media, proposals, print ads, and emails for outdoor brand clients Alpenglow Expeditions and Dartmouth Skiway

**Truce Media**             **Sr. Producer** June 2020 – March 2022

- Coordinated & produced livestream and hybrid virtual events: created run-of-show and shoot schedule, coordinated crew, managed assets, produced shows, client mgt

**Starz**                     **Sr. Producer** April 2004 – May 2019

- Wrote and produced cross-platform content promo scripts, taglines, pitch decks, press kits, and brand development
- Facilitated teams of editors, designers, and copywriters during end-to-end production

**Outward Bound Outdoor Educator Course** Fall 2019

Northwest Outward Bound School, Mazama WA

- 50-day outdoor educator course

**NOLS Alaska** Summer 2019, Talkeetna Mtn Range, Alaska

- Extended women's backpacking expedition

**Freelance Writer/ Producer** June 2018 – Present

- Create content and write for clients including American Express, Outside, PBS, INSP, Outward Bound, Colorado Mtn Club, and more

**EDUCATION**     **UNIVERSITY OF OKLAHOMA**     **GPA: 3.85** Bachelor of Arts, *Summa Cum Laude*