

SARAH TERRY

COPYWRITER • STORYTELLER • CREATIVE LEADER

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Creative copy for brands with character. I'm a creative leader and storyteller with a passion for adding fierce style and outrageous personality to every brand I touch. Developing creative for trendy kids' brands has given me a wealth of experience creating fun, innovative campaigns that inspire and grab attention.

EXPERIENCE

DIRECTOR OF CREATIVE MARKETING, COPY & STORYTELLING

WOWWEE | REMOTE | JUL 2022 - JUL 2024

Creative lead for a portfolio of interactive toys and games, including talking monkeys and robot dogs. With a focus on brand voice, product storytelling, and marketing communication, I develop multi-pronged campaigns that ignite imagination.

Brands: Fingerlings, Dog-E: The One in a Million Robot Dog, NERF, Splash Games, Baby Shark, My Avastars

- Building creative for multiple brands from inception through launch to create a 360° brand experience.
- Leading concept development for product storytelling, marketing campaigns, and content to present to key stakeholders.
- Operating as in-house creative lead for marketing collateral. Working directly with storyboard artists, graphic designers, and video production teams to bring concepts to life as TV commercials, digital ads, social content and more.
- Partnering with outside agencies as well as internal teams to develop standout content for TV, CTV, YouTube, Meta and more.
- Infusing personality into every aspect of a product and brand – creating talking monkeys that are dreamers, jokesters or pop stars; giving unique voices to a robot dog; developing UX storytelling for apps that enrich and expand a toy's play.
- Leading our team into the creative abyss of brainstorming as we blue sky new brands and marketing strategies; diving into new concepts with a blend of data-driven research and out-of-the-box ideas.
- Writing press releases, marketing communications, web copy, video content, product descriptions, and more for all brands.

MANAGER, BRAND VOICE & COPYWRITING

MGA ENTERTAINMENT | LOS ANGELES, CA | JAN 2021 - JUL 2022

Creative lead for storytelling, brand voice and copywriting team. Developing story-driven doll brands and creative campaigns that inspire kids around the world, including global phenomenon – L.O.L. Surprise! dolls.

Brands: L.O.L. Surprise!, O.M.G. Fashion Dolls, Mermaze Mermaidz, Rainbow High

- Managing and growing creative team; overseeing Brand Copywriter and Senior Copywriter.
- Evolving L.O.L. Surprise! from a trendy collectible with minimal storytelling to a rich, meaningful brand with inspiring themes, a cohesive brand voice, narrative storytelling on YouTube and Netflix and parent-targeted messaging.
- In-house creative lead, marrying creative brand strategy with storytelling to drive sales. Managing communications for story-centered, 360° campaigns for L.O.L. Surprise & Rainbow High and helping make 3 products into Top 10 Toys in 2021.
- Overseeing brand voice for all partnerships including Sony Music, Roblox, SuperAwesome, Nintendo and more.

COPYWRITER, GIRLS BRANDS

MGA ENTERTAINMENT | LOS ANGELES, CA | MAR 2018 - JAN 2021

Copywriter for 10+ Girls Brands during a boom in growth. Influencing creative teams to infuse more copy, storytelling and creative personalities into toys across the line. Evolving copywriter role into brand voice leadership and growing copy team.

Brands: L.O.L. Surprise!, O.M.G. Fashion Dolls, Rainbow High, Na! Na! Na! Surprise, Baby Born, Poopsie, Bratz

- Writing copy and managing voice across channels including video content (YouTube, Netflix), TV commercials, radio, packaging, live events, social media (TikTok, Instagram), music, e-commerce, retail, influencer campaigns and more.
- Overseeing brand voice for global hit brands and solidifying the power of great copy throughout girls' portfolio.

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EXPERIENCE (CONT'D)

CONTENT COPYWRITER

LEAF GROUP, CUTENESS | LOS ANGELES, CA | 2017 - 2019

- Writing heartwarming and informative organic content for pet lovers. SEO optimized. Millennial audience. Synthesizing science-heavy research into an engaging narrative.
- **Brand Collaborations: Barkbox, Healthy Paws**

PATIENT POP | LOS ANGELES, CA | 2017 - 2018

- Growing brand awareness and establishing subject authority for 10+ healthcare and wellness brands on social media by writing curated, shareable posts.

TELEVISION WRITER & SCRIPT COORDINATOR

DISNEY CHANNEL | LOS ANGELES, CA | 2011 - 2017

- Credited writer on 4 episodes of kids' comedy TV show featuring a talking dog, a spaceship and time travel.
 - Coordinating and collaborating on scripts, outlines and story ideas as a member of a comedy writers room. Contributing jokes, story ideas, and dialogue.
 - **Shows: Bunk'd, Dog with a Blog, Mighty Med, Best Friends Whenever, Pair of Kings**
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EDUCATION

LOYOLA MARYMOUNT UNIVERSITY

- Bachelor's Degree (BA): Screenwriting | Minors: English, Philosophy | Trustee Scholar | Summa Cum Laude
 - Study Abroad Scholarship to Bolivia | Study Abroad in London, UK
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SKILLS

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| ▪ Brand Voice & Storytelling | ▪ Brand Development | ▪ Packaging Copy |
| ▪ Copywriting | ▪ Creative Collaboration | ▪ Retail Events & Activations |
| ▪ Creative Team Leadership | ▪ Video Content & Storytelling | ▪ Social Media Content |
| ▪ Creative Briefs & Presentations | ▪ Film & Television Writing | ▪ Digital Ads & Ecommerce Copy |
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AWARDS & HONORS

- **TIME BEST INVENTIONS** | Parenting Inventions 2023 | Creative Brand Lead, App UX, Product Personality & Storytelling
 - **TOY OF THE YEAR - L.O.L. Surprise!** | Toy of the Year - 2018, 2019, 2020 | Doll of the Year - 2020 (O.M.G.) | Copywriter
 - **CREATIVE ARTS EMMYS** | Outstanding Children's Program [Nominee] | Dog with a Blog - Season 3 (2015) | Freelance Writer
 - **FUNNY WOMEN FESTIVAL** | Short Comedy Video - Finalist & Honorable Mention | Drunk! The Musical (2014) | Writer & Director
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AFFILIATIONS & TRAINING

- **WGA OF AMERICA, WEST** | Member 2014 - Present
 - **SECOND CITY, HOLLYWOOD** | Improv Comedy & Sketch | Conservatory Graduate | 2017
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INTERESTS

Knitting • Reading • Tennis & CrossFit • History & Costume Dramas • Travel & Adventure • Seeing & Writing Musicals • Board Games