

Chris Loprete

Writer/ Producer

WEBSITE: www.chrisloprete.com

PHONE: 323-422-4648

EMAIL: chris@chrisloprete.com

A meticulous, motivated and highly competent worker with considerable writing and performing talents, dynamic creative marketing skills and experience producing in highly competitive markets. A resourceful professional with strong communication and interpersonal skills.

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|-------------------------------|-----------------------------|----------------------------|
| ✓ Copywriting | ✓ Marketing Strategies | ✓ Public Speaking |
| ✓ Video/Audio Digital Editing | ✓ Voice-Over Talent | ✓ Advanced Presentations |
| ✓ On-air Promotions | ✓ Comedy and Improvisation | ✓ Article and Blog Writing |
| ✓ Radio Promotions | ✓ Television and Film | |
| ✓ Consumer Research | ✓ Client / Public Relations | |

Computer Skills and Software

Final Cut Pro, SAP, JD Edwards World and One World, Scanning Technology, Advanced Internet Research, GoToMeeting Software, Quicken Books and Lotus Notes, Microsoft Applications including Word, Excel, PowerPoint, Access and Outlook.

Education

Penn State University

Bachelor of Arts Degree – Theatre, 1989-1993

Groundlings School of Comedy, Los Angeles

Sunday Company Alumni, 1997-2002

Professional Experience

ABC Television Network

2008- Present

Writer/Producer of On-Air Promotions

- Wrote comedic and dramatic copy for weekly promos of prime time TV shows including: **The Middle, Modern Family, Cougar Town, Supernanny, Wipeout, Better With You, Better Off Ted, Surviving Suburbia, Goode Family**
- Supervised Final Cut Pro and Pro-Tools producing sessions
- Cut and edited first draft spots on Final Cut Pro
- Produced :15, :30, :45 and :60 on air promos
- Directed voice over talent
- Performed voice over talents
- Conceived, wrote and produced internet marketing clips for prime time comedies
- Wrote location shoot scripts for on-air talent
- Consistently praised by supervisors, executive producers, and talent of shows
- Made necessary changes to ads and consistently met tight deadlines with top quality material

Disney Consumer Products

2005- 2008

Retail Sales and Marketing - Boys/Film Team and Infant/Toddler/Preschool Team

- Wrote marketing pitch scripts for internal and external presentations
- Wrote script coverage, provided analysis on product friendly plot points, and pitched Live Action properties to internal lines of business
- Presented marketing pitches to internal Disney Consumer Product lines of business and external licensees
- Hosted/written/performed in company wide awards ceremonies, charity and various promotional events
- Posted weekend box office results and created analysis (distributed to the Global Franchise team)
- Conceived, created and maintained Franchise bi-weekly newsletter (distributed company wide)
- Researched and analyzed competitive markets as well as for future Disney Projects and Franchises
- Created Power Point presentations for various internal and external property pitches and internal marketing strategies
- Performed voice over talent for external marketing sizzle videos
- Coordinated and presented Disney marketing strategies at global summits and quarterly updates

NBC Television Network

2004- 2005

Writer/Producer of Radio Promotions

- Wrote and produced comedic and dramatic copy for prime time TV shows: **The Contender, Law and Order, The West Wing, The Office, Joey, Will and Grace, Revelations, Dateline, ER, The Apprentice, Committed, and Scrubs**
- Supervised Avid and Pro-Tools producing sessions
- Produced 25, 30 and 55 second radio advertisements
- Directed voice over talent
- Performed voice over talents
- Made necessary changes to ads and consistently met tight deadlines with top quality material