

Troy Hutchinson

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Qualifications

Creative professional with 19 years experience as ACD, producer, copywriter, theatrical marketer, screenwriter, and film & television development executive. Specialties include identifying and understanding target audiences, assessing the marketplace, and creating a message that breaks through and drives consumer engagement with original content, innovative concepts and a unique, entertaining perspective, resulting in high impact content, large volume impressions and increased brand awareness.

Excellent organizational and communication skills, with expertise in client relationship management, development, and team-building. Managerial skills include coordinating multiple projects simultaneously, supervising in-house staff and freelancers, encouraging and inspiring teams to explore beyond, to think differently and to create work that is inspiring, provocative, and entertaining.

Experience

mOcean 2007 – Present

An entertainment advertising, marketing, branding and production company specializing in theatrical marketing.

ACD + Writer 2012 – Present

- Coordinate and direct a team of in-house and freelance writers for theatrical, broadcast, print, digital, content and consumer brands divisions
- Utilize my experience as a producer and copywriter to create a new system of operations and communication between creative directors, producers and writing department
- Direct writers toward a more efficient, effective and creative way of achieving clients' needs while also creating work that is inspiring, provocative, and entertaining

Producer 2009 – 2012

- Utilize a progressive, passionate, positive and open-minded approach to stimulate interest in films that deliver exceptional box-office results
- Explore positioning and messaging with clients, from niche, out-of-the-box concepts to audience-specific messaging and four-quadrant messaging; implement marketing research in order to increase testing results and net largest possible audience
- Coordinate + direct a creative team of editors, writers, graphic designers and music supervisors

Copywriter 2007 – Present

- Create domestic and international trailers, teasers, TV and radio campaigns, tag lines, sales pieces, sizzle reels, internal branding
- Develop original concepts for special shoots, rebranding, policy trailers, and viral campaigns

Client Relationship Management

- Develop relationships and engage in projects with the following clients: Walt Disney Studios, Sony Pictures, Warner Bros., 20th Century Fox, Paramount Pictures, Dreamworks, Lionsgate, Focus Features, Mandate, Screen Gems, Open Road Films, Relativity Media, FX Networks

Creative Projects

- Contribute to projects for clients as ACD, producer, and copywriter
 - Budgets range from \$25,000 to \$1,500,000
 - Projects include: Iron Man 3, The Avengers, Justified, The Americans, End of Watch, The Campaign, The Expendables 2, Project X, Cars 2, Thor, The Smurfs, The Dark Knight, District 9, Up, Zombieland, A Very Harold & Kumar 3D Christmas, Alvin and the Chipmunks, Dear John, The Hangover, Get Smart, The Grey, Saw V, The Informant, Harold & Kumar Escape From Guantanamo Bay, Rio, Star Trek, Fargo (TV series)
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Find my portfolio here: www.troyhutchinson.com

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Freelance 2001 - 2007

Writer 2001 – 2007

- Wrote feature film and several short film treatments
- Completed television pilot, pitched to studios and independent producers

Associate Producer – Summer 2001 to Spring 2004 – Palm Tree Productions

- Developed, wrote coverage on potential film and television projects for independent company

Associate Producer – Spring 2003 – 20th Century Fox Television – Jack's House, TV pilot

- Screened and wrote coverage on prospective staff writers
- Coordinated talent for punch-up and rewrite sessions

Script Coordinator & Director's Assistant – Fall 2002 – Touchstone Television – Romy & Michele: In the Beginning, feature film

- Entered and distributed script changes
- Coordinated schedule and calls for the Director and Assistant Director

Producer/Camera – Summer 2001– Sony Music – Cake's "Short Skirt/Long Jacket" video

- Nominated for Video of the Year - MTV Video Music Awards

Co-producer/Camera – Summer 2001 – Act III Productions – Declaration of Independence: Behind the Scenes

- Featurette for Norman Lear's DOI Project, featuring interviews with Mel Gibson, Benicio Del Toro, Edward Norton, Renee Zellweger

Associate Producer – 2001 – Summerisle Productions Women on the Water, documentary

Act III Productions 1994 - 2001

Norman Lear's Act III Productions – Development Executive, Writer

- Worked with Mr. Lear on development of film and television projects
- Wrote coverage, researched, collaborated with president and vice president of development
- Earned Membership in Writers Guild of America while writing on a feature for Act III

Awards

2013 Golden Trailer Winner: Most Innovative Advertising for a Feature Film, The Campaign "Cam Dollar"

2013 Golden Trailer Finalist: Best Independent TV Spot, Seeking a Friend for the End... "Dear John Vow"

2010 Key Art Award Winner: Best In Show – Best Integrated Marketing Campaign, District 9

2010 Key Art Award Winner: Theatrical Television, Action/Adventure, District 9 "Important Message"

2010 Golden Trailer Award Winner Most Original TV Spot, District 9 "Important Message"

2009 Key Art Award Winner: Theatrical Comedy TV, Harold & Kumar Escape From Guantanamo Bay "Sneak Peek/Pastry"

2009 Key Art Award Finalist: Theatrical Best Action/Drama TV, The Dark Knight "Avenge"

2009 Key Art Award Finalist: Theatrical Horror TV, Saw V "WWJD"

Education

University of New Hampshire – Mass Communications

UCLA – Screenwriting

Otis College of Art & Design – Graphic Arts Studies

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