

## Troy Hutchinson

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### Qualifications

Creative professional with 18 years experience as ACD, producer, copywriter, theatrical marketer, screenwriter, and film & television development executive. 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.

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### 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 Entertainment, Warner Bros. Pictures, 20<sup>th</sup> Century Fox, Paramount Pictures, Dreamworks, Lionsgate Films, Focus Features, Mandate, Screen Gems, Open Road Films, Relativity Media, FX Networks

#### **Creative Projects**

- Contribute to projects for clients as ACD, producer, associate producer, and copywriter
- Budgets range from \$25,000 to \$1,500,000
- Projects include: Iron Man 3, The Avengers, End of Watch, The Campaign, The Expendables 2, Project X, Sherlock Holmes: Game of Shadows, Cars 2, Thor, The Smurfs, The Dark Knight, District 9, Shrek Forever After, Zombieland, A Very Harold & Kumar 3D Christmas, Alvin and the Chipmunks: The Squeakquel, Dear John, The Hangover, Get Smart, The Grey, Saw V, Up, The Final Destination, The Informant, The Men Who Stare At Goats, GI Joe: The Rise of Cobra, Harold & Kumar Escape From Guantanamo Bay, Inception, Clash of the Titans, The League, Salt, The A-Team, Diary of a Wimpy Kid, Glee, Warrior, Rio, Star Trek

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Find my portfolio here: [www.troyhutchinson.com](http://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 – 20<sup>th</sup> 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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