

AIREKA MUSE

THANK GOD WEIRD KIDS HAVE CAREER OPTIONS

EXPERIENCE:

FREELANCE

Los Angeles, Ca

Current

Writer/Producer

Freelance writer and producer working in advertising and film. Recent clients include; **Twitter, Cashmere Agency, Gravillis Inc, Evoke** and **Ogilvy**.

MUSE COMMUNICATIONS

Los Angeles, Ca

11.09 – 3/17

Associate Creative Director

Write and oversee production of campaigns for **Honda, Wells Fargo Bank, California Lottery**, and **City of Hope**

- Responsible for campaign conception, development and brand messaging
- Work includes Broadcast, Print, Social, Digital, Radio, and Experiential
- Pitch and present creative work to clients
- Manage and select directors, production companies, and post house
- Identify talent and social influencers appropriate for brand relationships
- Manage junior creative teams
- Creative lead for both Wells Fargo Bank and CA Lottery

TAP SHOES & VIOLINS

Short Film

Los Angeles, Ca

1/14 – 1/16

Writer & Producer

Writer and producer of award winning short film starring Jessica Williams from Comedy Central's *The Daily Show*.

THE MOMENT OF TRUTH

FOX

Los Angeles, Ca

9.07 – 8.08

Writer/Associate Producer

- Coordinated and implemented extensive contestant background research
- Developed contestant story arc including writing polygraph questions, contestant background chart and studio introduction
- Produced and coordinated show flow, contestant evaluation, and travel

13: FEAR IS REAL

The CW

Los Angeles, Ca

3.08 – 6.08

Casting Associate Producer

- Produced open casting calls in Philadelphia metro area
- Extensive talent interviews
- Coast-to-Coast talent wrangling
- Responsible for casting 10 of the 13 final cast members

BRIDGE MOTION PICTURES

Los Angeles, Ca

5.03 – 10.07

Creative Executive

- Participated in all steps of development for television and film projects
- Formulated treatments and pitches, oversaw story structure and detailed script coverage
- Created and establish relationships with writers and directors

EDUCATION:

University of California at Berkeley

B.A. Sociology, Minor Creative Writing

2000

Writer's Boot camp

2010

The Book Shop

2011