

AIREKA MUSE

THANK GOD WEIRD KIDS HAVE CAREER OPTIONS

310 717 7748 aireka.muse@gmail.com

EXPERIENCE:

FREELANCE

Los Angeles, CA Current

Creative Director - Copywriter

Freelance CD copywriter with experience in broadcast, digital, social, radio, pitch development, and brand development. Recent clients include; **Twitter, Cashmere Agency, Gravillis Inc, Valiant Labs, Word Agency, Denizen Company, Evoke** and **Ogilvy**.

NBC UNIVERSAL

Los Angeles, CA 6.18 – 2.19

Staff Writer

Worked as a writer for the new broadcast show, **The Enemy Within**. Responsibilities included:

- Brainstorming character plot lines and backstory
- Developing episode ideas
- Writing full episodes
- Being on set during production

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

EDUCATION:

University of California at Berkeley

B.A. Sociology, Minor Creative Writing

2000

Writer's Boot camp

2010

The Book Shop

2011