

# LOREN SCHILLER • SENIOR COPYWRITER + STRATEGIST

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I bring 20+ years experience — both in-house and freelance — of crafting cut-through moments and messages for the world leading brands across Entertainment, Sports, Video Gaming, Tech and CPGs. Rare among copywriters, I also have deep strategy experience. But my real edge comes from years of comedy writing that's taught me to write funny and clever — fast.

## KEY EXPERIENCE

### Senior Creative, Foxtel | Sydney, Australia

October 2023 - May 2025

For Foxtel's in-house creative agency, helped lead the launch and successful sustained growth of Hubbl as a new-category tech product

- Shaped brand TOV and led copywriting across TVCs, OOH, Radio, and Social
- Reset and simplified consumer messaging to build familiarity with new product category
- Developed social strategy and calendar, grew followers through consistent content
- Sales surpassed targets during key purchase windows (Black Friday, EOFY)

### Senior Copywriter + Creative Strategist | Los Angeles

2017-2023

Agencies and studios bring me in to lead their biggest campaigns — for Disney+, NFL, Sony Studios, Amazon, Meta, Warner Bros, Scopely Games, Garena Games

- **Star Trek Fleet Command (Scopely):** In the \$158B video game industry, Lead Writer on Scopely's biggest-ever digital campaign — STFC became their best-selling title ever
- **DC Fandome (Warner Bros):** Scripted "The Joker's Escape" fan experience - 4M unique impressions in 24 hours across 144 countries
- **World of Warcraft (Activision):** Content strategist for launch campaign of "Shadowlands" — became #1 selling PC game to date.
- **NFL Network:** Amid the \$10B annual media landscape, created the 2020 brand platform 2020 "Here For Football", retained as Lead Writer on next three annual campaigns
- **Pitch Wins:** Helped my social agency client become AOR for DC Films; contributed to campaigns for Shazam, Black Adam, Alex Cross
- **Monopoly Go! (Scopely)** Lead writer for mobile game launch; generated \$1B globally
- **Disney+:** Lead Writer to launch platform in 2021, retained for next three annual Acquisition and Retention campaigns — achieved record-setting 165M new subscribers.
- **Gaming:** Major campaigns for The Walking Dead, The Callisto Protocol, Stumble Guys

## SKILLS & EDUCATION

- Comedy content creator: Sold multiple TV series pitches and scripts to Hollywood production companies
- Sketch writing and improv at Upright Citizens Brigade.
- UC Berkeley (Dean's List)