

NATASHA SANCHEZ

Los Angeles, California, 818.807.4593, nattycopy@gmail.com, www.natashasanchez.net

EXPERIENCE:

Motion Picture Advertising Copywriter

Freelance

7/12 - Present

Los Angeles, California

- Recent theatrical campaigns include: “Flight”, “Hotel Transylvania”, “Parker”, “Grown Ups 2” and “The Disappearance of Eleanor Rigby: Hers/His”
- Recent home entertainment / VOD campaigns include: “Ice Age: Continental Drift”, “Prometheus”, “Cold Light of Day”, “Miracle on 34th Street” and “October Baby”

Senior Staff Copywriter / Associate Producer

Aspect Ratio Inc.

4/00 – 7/12

Hollywood, California

- Wrote and developed creative content including conceptual and copy presentations for award winning motion picture teaser, trailer, TV and home entertainment campaigns, as well as radio, sizzle reel, print and network up-front campaigns
- Worked closely with producers, editors, graphic designers and music supervisors to successfully create the look, feel and sound of campaigns for maximized audience appeal
- Recent projects include: “Gangster Squad”, “Killing Them Softly”, “The Bourne Legacy”, “Snow White and the Huntsman”, “Friends with Kids”, “This Means War”, “Puss in Boots”, “We Bought a Zoo”, “50/50”, “Source Code”, “The Adjustment Bureau”, “Letters to Juliet”, “Kung Fu Panda 2”, “Unknown”, “Sex and the City 2”, “Tron: Legacy”, “Toy Story 3”, “Grey’s Anatomy”, “Desperate Housewives” and “Private Practice”
- Clients included: 20th Century Fox, DreamWorks Animation, Lionsgate, Miramax Films, Paramount Pictures, Summit Entertainment, Universal Pictures, Walt Disney Pictures, Warner Bros. Pictures, ABC, FOX, The CW and Lifetime Television

Assistant to Presidents / Junior Copywriter

Aspect Ratio Inc.

5/97 - 3/00

Hollywood, California

- Managed A/V projects, from initial stages through final presentation for more than 10 major motion picture studios
- Trafficked materials and information directly to studio executives, clients, producers, art directors, copywriters, editors and vendors
- Wrote and edited teaser, trailer and television copy presentations
- Researched, booked and directed talent

Assistant to Head of Finishing

Aspect Ratio Inc.

11/96 - 5/97

Hollywood, California

- Responsible for administrative activities relating to more than 50 in-house teaser, trailer and television finishes, including ordering elements and coordinating on-line sessions

EDUCATION:

University of California, Los Angeles

Bachelor of Arts in English Literature

June 1995

UCLA – Extension

Writers Program

Ongoing