

William Oksner
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Summary: I use concise inventive story-telling to express brand essence for a broad range of clients—from live and filmed entertainment to education to bottled water—because the power of captivating story with precise words transcends industries, products and services. All this with the total power of a freelancer: *fresh eyes, full focus, can't lose!*

Skills: Copy writing; tagline writing; campaign strategy; promotional concepts; speech writing; gameplay design & execution; brand/product name creation.

East Coast, 2008 - 2017

Boston Children's Hospital

Developed various campaign concepts, promotions and wrote copy for this renowned hospital that required negotiating different Care Centers, arrogant doctors (sometimes justified) and administrative services to coordinate consistent and unified messaging.

- Created ads for Web, print and Facebook promoting the hospital's Pediatric Cancer, Sleep Disorder and Prenatal Care Centers.
- Wrote Web copy for maximum SEO for new BCH website.
- Consulted on "best practices" for Google SERP dominance culminating in BCH gaining the top slot in "children's cancer" "children's diabetes" and other related searches.
- Wrote multiple email blasts promoting BCH newsletters *E-Dose* and *E-Dream*.

Temple Emanu-El, New York City

- Created print and digital campaigns for high profile Speaker Series featuring *Ruth Bader Ginsburg, Barak Obama, Dick Cheney* and many others.
- Created marketing materials and ads for other events including the Biblical Trial Series with defendants such as *Moses, Eve* and *Abraham* and guest attorneys such as *Alan Dershowitz, Kelly Ayotte* and *Chris Cuomo*.
- Wrote many speeches for Senior Rabbi and Executive Director for all high profile events that touched on a range of topics relevant to this community, the featured speaker and world events.
- Authored persuasive talent recruitment letters to a multitude of prominent entertainers, politicians and journalists.

Los Angeles, 1998 - 2007

AEG Live

Wrote ad copy for touring talent, festivals and corporate campaigns for the second-largest live events promoter in the world.

- Created ads promoting major live musical acts/events such as *Paul McCartney, Maroon 5* and *Coachella*.
- Created the AEG Live brochure for recruiting tours/talent.
- Conceptualized and wrote many ads and taglines promoting AEG Live.

And Company Advertising

- Created ads for *.50 Cent: Bulletproof*, a game in which 50 Cent tracks down the hitmen who tried to kill him.
- Wrote Web/print ads for *Tony Hawk: American Wasteland* for Xbox.
- Devised ads/taglines for other Activision games including *True Crime: NYC*, an “urban sandbox” shooter game involving crooked cops and *Gun*, a western-themed shooter game.

Red Interactive Agency

- Created an extensive interactive Web game—including play schematics, multi-branching storylines and writing all copy—to promote the Paramount feature film *Eagle Eye*.
- Developed interactive webisodes promoting the release of feature film *Terminator 3: Rise of the Machines*.
- Wrote ads for the films *21* and *Made of Honor*.
- Created Facebook “Curse Your Friends” game promoting *Season of the Witch*.

Crew Creative Advertising

- Wrote ad copy promoting several television series such as *Deadwood, True Blood* and *The Tudors*.
- Wrote ads/taglines for several feature films, including *The Incredible Hulk, Shutter Island* and *GI Joe: The Rise of Cobra*.
- Created ads for many primetime Discovery Channel shows such as *Dirty Jobs, Planet Earth* and *Man vs. Wild* and several Specials such as *Alien Planet, Last One Standing* and *Pompeii: The Final Day*.
- Created many Web games to promote a multitude of shows, including *Future Weapons, Man vs. Wild* and *I Shouldn't Be Alive*.

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