

John Padden

Seeking opportunities to build on my marketing and storytelling abilities in a collaborative, creative environment

EXPERIENCE

Conceptual Copywriter

Impact-XM | June 2023 - April 2025

- Developed branded, budget-appropriate experiences for consumer and healthcare clients to be deployed at trade shows and live events.
- Drove successful product launches, outreach, and rebranding campaigns.
- Designed, copywrote, and presented successful proposals and pitch decks for new business development in collaboration with account team members.
- Resourced team members across departments to design and deliver multimedia experiences.
- Achievements:
 - Award-winning touring mobile escape room for PSE&G.
 - VR tower defense game for GAF in award-winning booth at the International Roofing Expo.
 - Wrote live, hosted, in-booth “quiz show” games for ADT, GSK, and Hitachi.
 - Developed speakeasy experiences for Rubrik, Spylt, and Wonderful (Pistachios).
 - Conceptualized multiple years of activations for Bayer Oncology division at ASCO.
 - Numerous GSK “pharma-compliant” medical and commercial activations.

Podcast Producer/Editor/Host

The Riverdale Register | January 2017 - August 2023

- Produced, hosted, and edited over 100 podcast episodes recapping and comedically critiquing the CW's Riverdale.
- Secured guests, including series cast and crew, coordinated schedules and equipment, created content outlines and scripts.
- Logged and managed digital assets.

Production Office Assistant

Unicorn - Apple TV+ | Avalon - A+E | Griselda - Netflix | NCIS - CBS

August 2019 - February 2023

- Provided administrative and clerical support for all departments.
- Company-wide organization and distribution of memos and paperwork (contracts, deals, scripts, sides, callsheets)
- Scheduling, record keeping, petty cash, and purchase orders.
- Point of contact for vendors coordinating office supplies and equipment service (computers, printers, phones/walkies).

EDUCATION

Temple University, Philadelphia — BA in Film & Media Arts

Concentration in Screenwriting, May 2015 - GPA 3.5

SKILLS

Ideation

Engagement Strategy

Storytelling

Gamification

Pharma-compliance

Production

Content Creation

AI Prompt Engineering

PROJECTS

Fight Me? (short) - Writer

The Catcher in the Wry (blog) - Writer

Game Master - 60out Escape Rooms / Start Playing Games

MISCELLANEOUS EMPLOYMENT

Netflix House, Philadelphia, PA - Attractions Crew

Philadelphia Folk Festival, Philadelphia, PA - Video Crew Member

Picture Shop, Burbank, CA - Vault Technician

Fine Bros. Entertainment, Burbank, CA - Post Production Assistant

Warner Bros. Studios, Burbank, CA - General Clerk