

# 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 Rye (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