

Jace Daniel Albao
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Summary

I have over 20 years of professional experience as a Storyteller, Copywriter, Web Producer, Interactive Media Designer, and Graphic Artist. My creative work has been published in a New York Times Bestseller thrice, and I most recently authored a supernatural thriller called *Under Angels*. I also produced the cover design, layout, collateral, and book trailer. Available in both paperback and ebook editions, *Under Angels* has hit #1 on Amazon. I've also written its award-winning screenplay, set to go into industry circulation in the spring of 2013.

I specialize in taking great ideas and putting them into words, visuals, and other forms of expression. I will take a creative vision — be it mine, yours, or ours — and turn it into an engaging story, an effective slogan, a genius tagline, a smart logo, or a powerful advertisement. As a web and blogging veteran, I place great importance on SEO, clean HTML, accessible layouts, and constantly evolving mobile trends. I've been part of the social media landscape since it first appeared, and was published in a book produced by Twitter back in 2007. As a Photoshop ninja, I most recently produced comps for mobile applications and websites for Fortune 500 companies.

Skills

I'm a creative and technical writer, typing 90+ WPM. I believe in classic story structure and the proven theories of Campbell, Vogler, Snyder, Bonnet, and McKee. I thrive on collaboration, and hold an exceptional reverence for rock-solid outlines, bulletproof beat sheets, crystal-clear synopses, and air-tight loglines. I come from a rich marketing and copywriting background, defaulting to economic uses of words and simple but effective visuals. I've been a leading manager of all social media operations including Twitter, Facebook, Google, and YouTube. I have complete fluency in WordPress with over 15 years of professional experience in HTML, CSS, and JavaScript. I'm a long-time expert in Adobe Photoshop, Illustrator, Flash, and Dreamweaver, with proven problem solving expertise and an ability to grasp abstract concepts. I understand issues of confidentiality and intellectual property rights.

Experience

Toyota, Torrance, CA 2007-08, 2010-12
Interactive Media Designer and Copywriter

- Creator of graphics and copy for Toyota, Lexus, and Scion mobile websites and mobile apps. (Comp samples available upon request.)
- Writer and storyboarder of themed media presentations for Toyota's annual corporate executive shows.
- Designer of motion graphics and ad banners with Flash.
- Builder of the internal CMS for Toyota associates and administrator of online forums.
- Provider of additional copywriting services for various departments.

Contessa, San Pedro, CA 2008-10
Web Content Developer & Copywriter

- Produced copy and headlines for all packaging, collateral, advertising, and web. Wrote press releases and news briefs, working exclusively with the CEO to produce company's 2010 industry book.
- Managed all social media assets, including Twitter and Facebook.
- Built new company website using WordPress and MySQL, coordinating Marketing with Legal.
- Managed registered user database of 55,000+, integrating with BlueHornet for monthly eblasts and promotions.

Jace Daniel's Creative Services, Los Angeles, CA 1997-Present

Writer & Artist

- Author of acclaimed novel *Under Angels*, a supernatural thriller set in Los Angeles. Currently being developed into a graphic novel. Please see <http://underangels.com>.
- Writer of both fiction and nonfiction. Published author in a New York Times Best Seller thrice. Flexible narrative aesthetic ranges from children's fables to darker adult tales about the human condition. Select short stories can be experienced at <http://jaced.com/writings/>
- Independent consultant providing graphic design, copywriting, and web services. Portfolio available upon request.
- Accomplished interactive multimedia developer and rhythmically driven motion graphic artist.
- Educated sound designer, drummer, and electronic musician with 20 years experience in MIDI and digital audio.

Prior Experience

<u>KGI Media Solutions</u> , Los Angeles, CA Senior Graphic Designer and Web Developer	2007-08
<u>PCF Virtual</u> , Honolulu, HI Art Director	2005-06
<u>ProSound and Stage Lighting</u> , Cypress, CA Designer, Digital Products	2003-04
<u>IdentityWare</u> , Long Beach, CA Senior Graphic Designer & Principal Webmaster	1997-2002
<u>Warner Bros. Records</u> , Burbank, CA Art Administration	1994-97
<u>Dauz Drum Co.</u> , Los Angeles, CA Creative Director & Technical Engineer	1990-94

Education

<u>New Horizons Computer Learning Centers</u> , Los Angeles, CA Typography, Information Design, Color Theory, Adobe Suite, Internet Tools.	1996-97
<u>California State University, Dominguez Hills</u> , Carson, CA Music, Telecommunications.	1988-91

Featured Interviews

<u>San Pedro Today Magazine</u> , San Pedro, CA <i>What Lies Beneath? Jace Daniel Albao discusses Under Angels</i>	January 2012
<u>Crimson Soapbox</u> <i>Aced with Angels: An Interview with Jace Daniel Albao</i>	October 2011
<u>SMITH Magazine</u> , New York, NY <i>October 2011 Member of the Month: Jace Daniel Albao, eBook Evangelist</i>	October 2011