

# Stan Peal

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## COPYWRITER / SOCIAL MEDIA SPECIALIST

### Profile

- ◇ Excellent written and oral communication skills
- ◇ 20+ years writing experience
- ◇ Adept at long-form copy, branding, lyrics, video/event scripting
- ◇ Winner Golden Addy Award, AAF/CAC 2007
- ◇ Extensive leadership and team building experience
- ◇ Web Video Producer: writing, directing & editing
- ◇ Experienced in multiple social media platforms



### Current Position

#### **Writer/Sound Editor/Resident Artist – Commonweal Theatre Company, MN (2009-Present)**

- ◇ Write and produce company videos/DVDs related to productions: teaser trailers, educational context videos, video blogs for social media
- ◇ Copywriter for program articles, educational packets and artistic production
- ◇ Social media specialist, assist with content on Facebook, Twitter and Blog
- ◇ Production sound supervisor, create sound content for live events and media
- ◇ Conduct media interviews, assist with special event coordination
- ◇ Conduct dramaturgical research and character analysis, perform in live productions

### Freelance Copywriting (2005-Present)

- ◇ Content writing according to client specifications: event scripting, video storyboarding and scripting, long-form advertising copy, headlining, branding, web content, song lyrics, editorial and educational articles
- ◇ Meet with clients and agencies to develop strategies for client positioning, branding and messaging, tailoring projects to client request
- ◇ Maintain and develop client and agency relations through web and social media contact

### **Representative Client List**

Charlotte Checkers Hockey ( <i>Addy Award Winner</i> )	Duke Energy
Greenspon Advertising	Queens University
Tribble Creative Group	Arts & Science Council (ASC) of Charlotte-Mecklenburg
NC Women's Conference	Charlotte Observer/Knight Ridder
Compass Group	Patterson Pope
Junior Achievement Business Hall of Fame 2007	GE Antares
BB&T	Harmony Labs
Pride Communications	Belnavis & Assoc/NASCAR
Carolina Thread Trail	Charlotte Trolley, Inc.
GoodWordsRightOrder	Sonlight Broadcasting
Speedball Inc	Ikon Office Solutions

### Previous Positions

#### **Managing Director – Epic Arts Repertory Theatre, NC (2002-2009)**

- ◇ Oversee all business aspects of the company: budgeting, purchasing, fiscal planning, hiring, coordinate with board of directors on all financial operations and strategy.
- ◇ Assist in event and promotional planning, live events and development initiatives
- ◇ Review, process and maintain insurance and non-profit paperwork

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- ◇ Direct and produce productions, supervise 3 Artistic Associates, coordinate and lead designers, actors, technicians and volunteers
- ◇ Write plays, lyrics and promotional performance sketches
- ◇ Write press releases, update website content, conduct media interviews

## **Owner/Writer/Editor – Excelsior Midwest Publishing, MN (1996-2002)**

- ◇ Create content and layout, oversee printing and binding of all scripts and catalogues
- ◇ Create all promotional materials, website content layout and design
- ◇ Attend industry conventions and events, promote through networking and performance
- ◇ Maintain relations with all purchasing venues, provide continued customer service

## **Playwright-in-Residence/Box Office Manager – Refreshment Committee Theatre, MN (1992-1995)**

- ◇ Write and direct plays and musicals for resident and touring performances
- ◇ Write sketch comedy, commercial and promotional content for radio performances
- ◇ Write content for brochures, programs and monthly newsletter
- ◇ Supervise and coordinate volunteers for front of house and box office

## **Published Writing**

- ◇ *Charlotte Observer*, August 20, 2005 “Charlotte Performers Report from the Fringe”
- ◇ *Charlotte Observer*, December 30, 2006 “Another New Year’s Eve”
- ◇ CNCPA Monologues and Scenes for Student Actors - 2005 Contributor
- ◇ Excelsior Midwest Publishing, 1994-2002, Writer/Editor, Webmaster
- ◇ *Century Magazine* 1987-89, Contributor

## **Awards, Commissions & Grants**

- ◇ **Golden Addy Award, Best of the Best 2007**, Charlotte Checkers “Animal” Campaign
- ◇ Alfred P. Sloan Foundation Commission, EST, NY 2003
- ◇ Named *Charlotte Observer* “Artist to Watch in 2004”
- ◇ Jerome Commission/Residency Commonwealth Theatre Company, Lanesboro, MN 2007
- ◇ Merkin Institute Commission, Temple Beth El, Charlotte, NC 2005
- ◇ Winner “Best New Play” for original work in 2003 by *Creative Loafing Magazine*
- ◇ ASC/NC Arts Council Regional Artists Grant, Charlotte NC 2002

## **Other Work Experience**

**Claims Services Agent - Wachovia Corporate, NC (2001-2006)**

**Call Center Supervisor (team of 12 reps) - Best Buy Corporate, MN (1998-2001)**

**Lease Order Analyst – CDP Imaging Systems, MN (1996-1997)**

## **Education and Professional Development**

**Bachelor’s Degree: B.S. Carroll College, Waukesha, WI**

### **Computer Software Experience Includes:**

Accoustica Mixcraft  
Sony SoundForge  
Windows Movie Maker

Microsoft Office Suite: (Powerpoint,  
Excel, Word, FrontPage)  
Basic Web Design

Social Media: *FaceBook, Wordpress,  
Twitter, YouTube, Tumblr, LinkedIn,  
Skype*

**Work samples and references available upon request.**