

hey,  
hi, *hello*  
*there*

## PROFILE

I'm a multidisciplinary ACD who leads through story, tone, and emotional clarity. My background in TV writing and character development shapes how I build creative worlds — intentional, human, cinematic — and my experience in integrated advertising gives me the range to translate those worlds across film, social, digital, and experiential.

*anna*  
*senn*  
wants  
to work  
with you.

I bring a hybrid creative lens: part writer, part director, part system-builder. I partner closely with design, production, and strategy to shape concepts from the first spark through delivery, ensuring every choice — visual, narrative, tonal — ladders back to the emotional truth of the idea.

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## EXPERIENCE

Associate Creative Director, Copy  
Sterling Rice Group 2023-present

### Narrative & Concept Direction

- Lead concepting rooted in character, emotion, and narrative clarity.
- Shape the creative world of campaigns — tone, rhythm, mood, and visual intent.
- Craft scripts and story frameworks that function as emotional blueprints for production.
- Present creative with a storyteller's clarity, grounding ideas in human insight.

### Visual & Emotional Leadership

- Guide directors, editors, and designers through tone, pacing, performance, and story arc.
- Partner in pre-pro, casting, shot lists, and edit to protect emotional cohesion.
- Shape visual direction through narrative lenses rather than pure execution.

### Integrated Creative Systems

- Translate concepts across mediums without losing feeling or intent — broadcast, paid social, experiential, OOH, packaging, digital.
- Develop modular narrative systems that scale across platforms and audiences.

### Creative Culture & Collaboration

- Mentor junior creatives through story development, voice, and narrative confidence.
- Build alignment across art, design, strategy, and production partners.
- Strengthen pitch work through story-first framing, narrative architecture, and emotional hooks.

some more  
stuff about  
me,



associate creative director  
copywriter

I lead best in environments  
where I'm crafting ideas with a  
point of view, guiding teams with  
steady confidence, and elevating  
the work through collaboration  
and creative precision

## EDUCATION

**Chicago Portfolio School**

Copywriting

**University of Colorado**

BA English + Creative Writing

## CONTACT

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references available upon request

## MORE WORK EXPERIENCE

### Copywriter

OKRP 2021 (freelance), Karsh Hagan 2021 (freelance), Sterling  
Rice Group 2021-2023

- Developed my style of writing, concepting, and leadership through cross-collaboration with colleagues and mentors.

### Cold Brew Coffee Owner

Mason Cold Brew Coffee (2014-2019)

- Created recipe for naturally-flavored cold brew coffee.
- Brewed, sold, and marketed the product with very small team.
- Led development of brand look and feel, tone of voice, and packaging.
- Built pitch decks, business plans and pursued investor relationships.

## SOME CLIENTS I'VE WORKED WITH

California Almonds

King's Hawaiian

Avocado's From Mexico

Angel's Eyes

Jackson Hewitt

SlimFast

National Honey Board

LightLife

Boston Beer Co

Burger King

Joy + Glee

Ace Hardware

## OTHER CREATIVE WORK

My entertainment background informs the emotional instinct, pacing, and world-building I bring to every campaign. These projects strengthened my instincts for character, emotional stakes, comedic timing, and tonal cohesion — skills that directly elevate my brand storytelling and creative direction.

### Ready To Mingle (TV Pilot) — Writer, Producer, Director

Runner-Up: Chicago Comedy Film Festival

### 3 For The Price of 1 (Web Series) — Writer, Producer, Actor

### The 5 Chairs in My Apartment (Web Series) – Writer, Producer, Editor, Actor

Featured on Elizabeth Banks's "Who HAHA"

### The Lame Possession of Maggie Stone (TV Pilot) — Writer

Winner: Austin Film Festival — Second Rounder

### Louder Than a Mom Storytelling — Writer, Performer

### StoryLab Storytelling — Writer, Performer