

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