

GAIL THOMAS

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WRITER & CONTENT STRATEGIST

A versatile, creative, strategic storyteller with proven ability to write about a broad range of topics, with a focus on engaging and inspiring the reader. A unique background as a lawyer, actor, standup and storyteller enhances ability to simplify a complicated subject matter, write in the client's unique voice, craft a memorable story, play to a particular audience, and deliver the appropriate tone for any project — from humorous to strictly business.

AREAS OF EXPERTISE

<ul style="list-style-type: none">▪ Web Content▪ Interview / Research▪ Strategic Content Development▪ Blogging▪ Editing	<ul style="list-style-type: none">▪ Multi-media Pitches▪ Branding▪ Advertising / Marketing▪ Word Press CMS▪ SEO Principles	<ul style="list-style-type: none">▪ Legal (Licensed Attorney)▪ Live and TV Script Writing▪ Speechwriting▪ Standup Comedy/Storytelling▪ Performance Coaching
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CLIENTS INCLUDE:

Pitney Bowes Global UX Department Ghostwriter, Editor and Storytelling Coach

Wrote and edited narrative blog posts promoting the UX department's work - both internally and externally.

- Identified and crafted these stories based upon interviews with UX managers, designers, architects and researchers around the world.
- Researched, and spearheaded publication in multiple well-respected websites and magazines such as BrandQuarterly, UX Matters, InVision, and UXBlog.

100Kin10, a Science, Technology, Engineering, and Math (STEM) Teaching Network Interviewer and Strategic Content Writer

Conducted in-depth interviews with STEM educators across the US, using their answers and additional research to write partner stories, profiles and content for Annual Reports, promotional materials and blog posts.

- Worked closely with executives and communication team to strategize, rebrand and describe network's mission and innovative programs.
- Participated in key network events, interviewing network members for messaging and video promotion.

The Story Studio Storytelling Instructor

For this prominent storytelling New York City teaching organization, conduct group storytelling workshops ranging from one afternoon to weekends to six-week courses. Private one-on-one coaching also available.

Veria Living (now Z Living), an International Health and Wellness Digital Website Digital Content Writer, Editor, and Associate Producer for Comedic Web Series

- As Associate Producer, helped develop and produce an award-winning comedic web series, "Health Soup." Selected editorial cuts to convert longer episodes into shorter versions.
- As writer, generated web content across the board, including branding and advertising copy, descriptions, metadata and headlines. Also utilized SEO, Google Analytics and Word Press CMS.
- Edited articles written by non-native English speaking researchers, chose appropriate photos and published material.

Dalzell Productions

Speechwriter for over 30 Live World-Class Events

For live award shows, conferences and fundraising events, wrote emcee, presentation speeches and jokes for celebrities, politicians, executives and corporate sponsors. Worked with event team to develop concept and an arc for the entire evening script.

- Clients included **Big Brothers Big Sisters of Los Angeles, the Tribeca Film Festival, Gotham Awards,** and the **Fragrance Foundation Awards**. Speakers such as Martin Scorsese and Robert DeNiro.
- Adapted each speech to fit the unique voice of that speaker to ensure they felt comfortable with the script. This research process involved interviewing speaker, watching relevant video or reading articles.

Al Jazeera America

Script Writer - News Documentary

Under an extremely tight deadline, wrote a 90-minute feature documentary script launching the network in the U.S. after viewing footage from a two-week shoot, collaborating with the producer to determine structure and message.

Advertising Copywriter, Copyeditor

Client - Rivet (Division of Draftfcb)

Partnered with agency directors and creative department on successful pitches and multiple ongoing copy needs.

- Collaborated with senior graphic designers, writing copy for posters, print and direct mail campaigns.
- Worked as a copyeditor at several other large NYC and LA advertising agencies.

CHRONOLOGY

Blinkfast Productions, Writer/Content Strategist/Producer, NYC, LA, 1995 - Present

Write for a variety of media: public relations and advertising; short and long form; web, print, direct mail and video. Subject matter includes education, tech, social issues, health and wellness, financial services, legal, real estate, entertainment, politics, travel, humor and lifestyle. Wrote, produced, directed and acted in My BFF, a short comedy rated 95% funny on Funny or Die website and audience favorite at New Filmmakers.

Innovative Artists, Actor/Writer, NYC, LA, 1990 - 2017

Extensive theater experience. Commercial and voice over work for major national campaigns. Animation voiceover includes characters for Beavis and Butthead TV show/movie and Angelo Rules. Appeared on Law and Order SVU.

Standup Comic/Storyteller/Instructor, NYC, LA 1998-2001, 2014 - Present

Teach storytelling and performance techniques privately, and workshops for the Story Studio. Perform in live storytelling shows around NYC. Winner, NYC MothSLAM "Love Hurts."

Associate / Contract Attorney, Washington DC, NYC, LA 1988 - 2014

Substantive work for large firms. Led legal research, developed strategy and legal arguments, and drafted/reviewed contracts and legal briefs. Worked closely with partners and lead associate to develop strategy and legal arguments.

EDUCATION

Juris Doctor Degree, University of Tulsa College of Law, Tulsa, OK
Bachelor of Business Administration, Economics, University of Tulsa, Tulsa, OK

TRAINING

Screenwriting/TV - UCLA Extension, JCC and Gotham Writers
TV Reporting, Travel Writing, Social Media - Media Bistro
Trained Actor and Improviser - Larry Moss, Eric Morris, Ed Gero at Shakespeare Theater,
Keith Johnstone, Toronto Theatersports, Upright Citizens Brigade

Personal: World traveler, cyclist, hiker, yoga instructor, dog lover and foster mom.