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**McCabe Walsh**

CREATIVE PROFESSIONAL

mccabewalsh.com

Dynamic and results-driven Indie Film Producer turned versatile Content Creator and accomplished Copywriter with a decade of agency experience. Adept at weaving compelling narratives and crafting innovative brand strategies, I excel in collaborative client interactions. Proven expertise in copywriting, storytelling, and creative management, ensuring consistent brand messaging. Passionate about leveraging diverse skills in surfacing impactful solutions and fostering engaging content.

**FILM PRODUCTION EXPERIENCE**

**Production Manager - The Makings of You (Feature Film), 2014**

Directed by Matt Amato, starring Jay R. Ferguson, Sheryl Lee, and Grace Zabriskie.

**Producer / Unit Production Manager – Wild Canaries (Feature Film), 2014**

Directed by Lawrence Levine, premiered in competition at SxSW Film Festival, distributed by IFC FIlms/Sundance Selects.

**Producer – Karaoke! (Short Film), 2013**

Directed by Andrew Renzi, premiered in competition at Sundance Film Festival, received "Honorable Mention" at Venice Film Festival, and won "Best Narrative Short" at Atlanta Film Festival.

**Producer – All That I Am (Feature Film), 2013**

Directed by Carlos Puga, premiered in competition at SxSW Film Festival, won "Best Ensemble Cast".

**WORK EXPERIENCE**

SENIOR COPYWRITER

**Wondros, Los Angeles, CA | Feb 2018–present**

* Spearhead client engagement, collaborating directly on brand strategy and messaging to meet and exceed business objectives.
* Ensure the consistent application of brand tone and voice .
* Act as a mentor for junior copywriters, offering guidance in skill development and fostering a creative and collaborative team environment.
* Conceptualized and pitched high-impact national and regional campaigns, seamlessly translating creative ideas across broadcast, print, and digital platforms.
* Played a pivotal role in content strategy development, aligning creative concepts with client goals and market trends.

CREATIVE CONTENT PRODUCER

**Arnold Worldwide | Mar 2014–Jan 2016**

* Orchestrated end-to-end production of low-budget branded content, bringing creative concepts to life with a focus on visual storytelling and brand alignment.
* Successfully pitched creative ideas, securing buy-in from stakeholders and ensuring the seamless execution of projects.
* Managed the entire lifecycle of videos and activations, from ideation and budgeting to final delivery.

**CONTACT**

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[My LinkedIn Profile](https://www.linkedin.com/in/mccabe-walsh-626705100/)

**EDUCATION**

**BA in Literary Studies**

The New School: Eugene Lang

New York | 2011

**CORE COMPETENCIES**

Copywriting

Storytelling

Creative Writing

Blogging

Marketing

Screenwriting

Science/Health Writing

Brand Messaging

Copy Editing

Content Development/Creation

Mentorship

Creative Management

Adobe/Google/Microsoft

Grammar

AP Style