

JASON KALEKO

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EXPERIENCE

FOX Entertainment – Brand Strategy Copywriter

June 2019 – June 2023

Copywriter on product integration proposals for FOX shows such as *Empire*, *The Masked Singer*, *MasterChef*, *Next Level Chef*, and *Family Guy*. Develop and write on-air custom content, digital series and IRL proposals for clients such as Allstate, Amazon, Pizza Hut, Marshalls and McDonald's. Developed/created white label bourbon Truthteller 1839 for FOX drama *Monarch*.

Freelance – Copywriter

October 2018 – June 2019

On-air promotions copywriter for clients such as ABC, TV One, and Beyond Meat.

Ideaology – Copywriter

June 2018 – October 2018

Copywriter for print, radio, and on-air advertisements. Worked with clients such as Bank of Hawaii, Children's National Hospital, Rooms to Go, and Sit 'n Sleep.

Various – Copywriter

September 2017 – June 2018

Freelance copywriter for on-air promotions, brand strategy marketing, and television development for companies such as Stun Creative, Propagate Entertainment, and The Tangent Agency. Worked with clients such as Ford, Inverse Media, MedMen, the L.A. Stadium Entertainment District, & the NFL Network.

FOX Broadcasting Company – Brand Strategy Copywriter

April 2017 – September 2017

Copywriter on product integration proposals for FOX shows such as *Empire*, *Lethal Weapon*, and *Family Guy*, with clients such as AT&T, Amazon, P&G, Microsoft, Ford, GM and Mtn Dew.

Freelance – Copywriter

September 2016 – April 2017

Copywriter for on-air promotions and television development for companies/people such as Stun Creative, Will McCormack (*Toy Story 4*), Craig Borten (*Dallas Buyers Club*) and Dave Kline (*Snatch*).

Crackle Original Series “Snatch” – Television Writer

May 2016 – August 2016

Television writer for Crackle original series “Snatch,” starring Rupert Grint, Ed Westwick, Luke Pasqualino, and Dougray Scott. Worked directly with Showrunner and Lead Writer. Tasks included writing drafts of each episode, brainstorming and developing beat sheets for the season, and working with studio notes on character, plot, and season arcs.

Hawthorne Direct – Copywriter

March 2016 – May 2016

Copywriter for on-air promotions. Worked on properties such as HomeAdvisor and SoFi.

FOX Sports – Copywriter

August 2013 – March 2016

Copywriter for :20, :30, and internal commercial spots. Worked with Creative Directors and Producers from initial concept to final edit. Developed a wide range of co-branded content for partners such as Geico, Sprint, and Samsung. Wrote aired spots for properties such as 24: Live Another Day, NASCAR, the Super Bowl Pregame, FX's The League and NFL on FOX. Copywriter for on-air and web promotions for Women's World Cup, UFC, the U.S. Open, and Big East basketball.

AWARDS / HONORS

Writers Guild of America, West – Active Member

TrackingB.com Feature Script Contest 2014 – Finalist

Script Pipeline Screenwriting Contest 2012 – Grand Prize Winner

EDUCATION

Carnegie Mellon University '08 – B.A. in Creative Writing; College and University Honors
NYU Spring at Tisch Program '07