

James Krokee

912.604.2406 / www.jameskrokee.com / james@jameskrokee.com

COPYWRITER / INSTRUCTIONAL DESIGNER / SCREENWRITER

Me, briefly. A dedicated and experienced writer, skilled at breaking the mold and elevating projects from merely informative to highly engaging, embarks on a new challenge. Fortified from time in the industry trenches. Undaunted by impossible deadlines. From screenplays to marketing materials, the mission is always clear — infusing life, art, and vision into the written word. But that’s not all...

Now Featuring a Bigger Bag of Tricks

Marketing Materials

Interactive Web Courses

Videos & Animations

Workshops & Webinars

Newsletters & Promos

Websites

Proposals

Television Scripts

Feature Film Scripts

Short Film Scripts

Client Relations

Creative Direction

Stepping Stones, Mile Markers and Slam Dunks

Senior Copywriter / Instructional Designer

Jan 2008 – Present

ES3, Los Angeles, CA

- Redefined Toyota web-based training through a series of online sales training “mini games” and a dedicated website for the entire SUV and truck line-up
- Adapted skills, process and demographic training for Scion and Mazda into a series of unique and infectiously-entertaining video animations
- Scripted numerous live action videos, including executive messages for Daimler Trucks North America
- Penned newsletters, brochures, flyers and electronic communications for Toyota, Scion, Mazda and Kia
- Created innovative process-oriented web-based training courses for Kia and Mazda, introducing the Generation Y demographic to Sales and Service & Parts professionals
- Designed and scripted dynamic facilitator-led sales and fixed operations workshops for Kia, Mazda and Scion
- Successfully marketed ES3 and its capabilities through countless proposals, presentations and executive overviews

Project Manager / Producer / Writer

Dec 2006 – Dec 2007

ES3, Los Angeles, CA

- Developed and oversaw production, editing and design of the interactive, video-based consumer features guide on Scion.com
- Produced and directed voiceover for 28 safety and performance Flash animations for Scion
- Managed and co-wrote the “Internet Lead Management” web course for Kia Internet sales consultants and dealership management
- Integral to the management, design and production of the Kia Motors iMarketing Dealer Services website
- Produced and managed a series of Kia Motors Sales Training web courses

Film / Television Production Experience

Copy Editor, Casting Director and Post-Production Supervisor **Aug 2006 – Dec 2006**

ES3, Los Angeles, CA

Production Assistant/Steadicam Assistant/Jib Assistant

June 2006 – Dec 2006

Raymond Entertainment, Del Mar & Los Angeles, CA

Scarpaci/Kelly Productions, Los Angeles, Irvine & Malibu

Credentials Production Assistant

Oct 2006

Taillights TV, Los Angeles, CA

Production Assistant/Show Logger

May 2006 – July 2006

Follow Productions, Savannah, GA

Teaching Assistant, Screenwriting

Fall 2005

Savannah College of Art & Design

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Academic Affairs

- **MFA, Film and Television** — Savannah College of Art & Design, 2006
- **BA, English** — Portland State University, 1997

Further Adventures

- **Writer/Director** — “Earthly Things” (2006), Graduate thesis film, screened at DragonCon film festival in Atlanta, 2006
- **Producer/Co-Writer** — “Calling Forward” (2006), Graduate thesis film
- **Writer/Director** — “Acts 3” (2005), Graduate film, screened at WYSIWYG film festival in San Francisco, 2005

Writing Samples and References Available Upon Request