

# Dee Cook - *Interactive Storyteller*

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## Education

BA Communication from St. Edward's University 2008. 4.0 GPA. Student rep for Teaching, Learning, & Technology Roundtable. Alpha Sigma Lambda (adult honor society). Lambda Pi Eta (communication honor society).

## Skills

Creative writing, including prose, poetry, scripts, news stories, and blog entries. Excellent research and editing abilities. Extensive experience in online community management. Proficient in blogging systems, OSes, and software.

## Recent Experience

**Online Community Manager, Ford Focus Rally (Dog Tale Media/Undercurrent/TDI/Ford) 2011**

With team, handled social media, support, challenges, and other tasks for interactive reality show. FocusRally.com

**Writer, Homefront (Campfire/THQ) 2010**

Wrote future biographies and audio scripts to accompany launch of major video game.

**Writer, The Hunt (No Mimes Media/Juxt Interactive/Cisco) 2010**

Wrote video/audio scripts, blog entries, and other copy for a corporate building ARG for Cisco.

- 2011 winner, One Show Merit Award, Other Branded Entertainment

**Writer, BloodCopy.Com (Campfire/HBO) 2009**

Wrote blog copy and video scripts for campaign promoting Season 2 of HBO's "True Blood." BloodCopy.com

- 2010 winner, People's Voice Integrated Webby Award; Effie Award

**Community Facilitator, Ruby's Bequest (Writerguy LLC/UCP/AARP/IFTF) 2009**

Played character; vetted and responded to audience-submitted stories in a serious game. RubysBequest.com

**Writer, My Home 2.0 (Campfire/Verizon) 2008**

Wrote blog, ad, and other copy for campaign promoting Verizon FiOS.

- 2009 winner, 3 Mixx awards and Adweek Best Integrated Campaign

**Puzzle Developer, Dead Space (Deep Focus/EA Games) 2008**

Developed puzzles for a campaign promoting a highly-anticipated video game. NoKnownSurvivors.com

- 2009 winner, Communicator Award of Excellence

**Writer/Community Manager, BloodCopy.com (Campfire/HBO) 2008**

Wrote blog content; managed online community for campaign promoting HBO's "True Blood." BloodCopy.com

- 2009 winner, 4 Mixx awards and ad:tech Best Integrated Campaign

## Speaking Engagements

**SXSWi panel: "You're Living in Your Own Private Branded Entertainment Experience" 2009, Austin**

Our panel engaged the audience in an ARG, then discussed methods and best practices.

**ApolloCon panel: "ARG WTF? An Introduction to the Concepts of Alternate Reality Gaming" 2008, Houston**

Introduced a sci-fi/fantasy crowd to the care and feeding of ARGs.

**SXSWi panel: "Cross-Media Cross-Pollination: Mashing Up Video Games and ARGs" 2008, Austin**

Discussed lessons video games and ARGs can learn from each other.

## Prior Experience

**Puzzle Developer, Vroengard Academy (Deep Focus/Random House) 2008**

Developed puzzles for website promoting the next book in *Eragon* series. VroengardAcademy.com

- 2009 winner, *Communicator Award of Excellence*

**Writer/Head Writer, The Battle Over Promicin (Campfire/USA Network) 2007**

Wrote video scripts, blog entries, forum entries, emails, newsletters, SMS messages, and other copy for online campaign promoting the season premiere for USA Network's "The 4400."

**Community Liaison, World Without Oil (Writerguy LLC/ITVS) 2007**

Vetted/ranked/responded to hundreds of user-submitted written, audio, and video entries. WorldWithoutOil.org

- 2008 winner, *SXSWi Web Awards, Activism*

**Writer, Unnatural Selection (ARG Studios/Magnolia Pictures) 2007**

Wrote two characters for campaign promoting the U.S. premiere of Korean film "The Host."

**Staff Writer/Associate Editor, ARGN.com 2005-2007**

Wrote news and feature articles relating to ARGs. Interviewed game designers. Covered interactive conferences. Scouted for news items. Filtered news tips. Assigned stories.

**Contractor, "Over the Hedge" Extended Reality 2006**

Vetted 100 puzzles designed for campaign to promote the release of a feature film.

## Independent ARGs

**Writer/Designer, Catching the Wish ARG (ARG Studios/Dave Szulborski) 2006**

Wrote the character of Sarah Wyatt, a librarian and artist. Designed and remodeled websites. Manipulated images, installed blog software, managed email and websites.

**Writer/Designer, Omnifam ARG (a.k.a. Alias Webhunt) 2005**

Blogged, wrote newspaper articles, incidental site content, tweaked images, installed blog software, and proof-read material.

**Writer/Designer, ARGTalk ARG (Dave Szulborski) 2005**

Played four characters, including obsessed killer. Wrote poetry, emails, and editorials. Designed puzzles, installed/customized blogs, proof-read, and managed sites.

**Writer/Designer, Dread House (a.k.a. Urban Hunt) (Dave Szulborski) 2004**

Played Ed Vargas/Amanda Graves. Wrote blogs, emails, IM/phone scripts, puzzles, poetry, news articles, and site content. Proof-read content and created websites.

## Other Stuff

Site staff 2005-2010 on AR15.com, a spirited online community of 226,000+ firearms enthusiasts. Moderator since 2003 on Unfiction.com, a 25,000+ member community of Alternate Reality Gamers. Active user of Twitter (<http://twitter.com/addlepatd>), Facebook (<http://www.facebook.com/dee.cook>), Yelp (<http://addlepatd.yelp.com>), a personal blog (<http://addlepatd.net/blog>), and many other social media sites.