

JAMES GROSCH

Writer | Editor | Creative Professional

EXPERIENCE

WRITER - ELEVATION

2015 - Current

Elevation is a creative agency that produces content for some of the world's biggest brands. My responsibilities include creating concepts, pitching to clients, and writing scripts. With Elevation, I have written broadcast and digital promos for Disney, Coca-Cola, CNN, HGTV, The Weather Channel, and more. Notable projects include:

- **HGTV:** Dream Home Sponsor Spots (2017-2019), Smart Home Sponsor Spots (2017-2019), Urban Oasis Sponsor Spots (2017-2019)
- **Disney Channel:** *Incredibles 2* Sweepstakes Promo, *Descendants 3* Novel Promo, Radio Disney Music Awards Sweepstakes Promo
- **Disney Jr:** *Doc McStuffins* Red Cross PSA
- **CNN Store:** Holiday/Evergreen Ad (2018)
- **ABC/Walmart:** Home for the Holidays / *Toy Story That Time Forgot* Promo

EDITOR - FREELANCE

2009 - Current

Clients include Wise Entertainment, Intercontinental Hotel Group, Avalon Media, and Bureau of Magic. Notable projects include:

- **Shine On With Reese** (Season 1) - Produced by Hello Sunshine, DirecTV/AT&T, and Wise Entertainment. I edited over 80 pieces of bonus content for the debut season of Reese Witherspoon's show where she interviews inspiring women like Dolly Parton, P!NK, Ava DuVernay, and America Ferrera. Videos included interviews, behind the scenes content, and episode highlights.
- **East Los High** (Seasons 1-4) - Over the entire course of this Cannes Lions Award-winning and Emmy-nominated Hulu show, I edited over 100 pieces of transmedia and bonus content meant to expand the story and tackle social issues. This included mini-episodes, bonus scenes, and behind the scenes featurettes.

EDITOR - THE ALCHEMISTS

2012 - 2014

I was the in-house editor for this transmedia production company. I edited pieces of digital content for clients like The CW and Coca-Cola.

WRITER, DIRECTOR - ORIGINAL CONTENT

2010 - Current

I wrote and produced *All The Wrong Reasons*, finalist in the 2011 New York Television Festival. In 2013, I wrote, directed, edited, and acted for the comedy YouTube Channel Bold Choice, driving over 500,000 organic views between YouTube and FunnyOrDie.

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA

Bachelor of Arts - Theatre

Graduated Cum Laude with the distinction of Discovery Scholar for Artistic and Academic Achievement. Recipient of the Trustee Scholarship.

CONTACT INFORMATION

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AWARDS

- **2011 New York Television Festival Finalist**
- **2011 Austin Film Festival 2nd Rounder (Top 10% Script)**
- **USC Theatre Student Association Award for Best Original Work (2009)**
- **John Ritter Memorial Award for Most Outstanding Work in Comedy by a USC Student (2007)**

SKILLS

- **Script Writing**
- **Concepting / Content Creation**
- **Adobe Suite: Premiere, After Effects, Photoshop.**
- **Final Cut Pro 7, Final Cut Pro X**
- **Motion Graphics**
- **Video Production**
- **Photography**
- **Graphic Design**
- **Web Design**