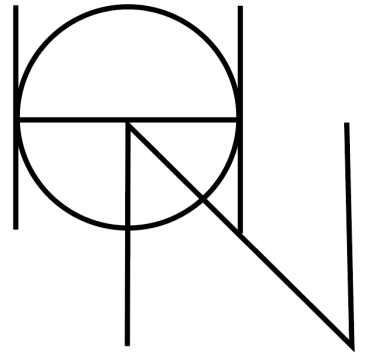


# COVER LETTER



Hi, I'm Houston.

Like the city.

Though, I was born in Ohio, grew up in Kentucky, graduated from college in West Virginia, went to law school in Virginia, built my career in California and now live in Texas.

Geographically ~~fascinating~~ curious, I know.

I am writing in response to the recent opening you posted, which I believe reports to you.

I know you're probably buried under a (digital) mountain of cover letters, so I'm going to keep this short and sweet – and promise to detail everything during my interview.

For fifteen years, I've been in Hollywood doing two things – producing, writing and creating content optimized for 21st century expansion, as well as consulting, strategizing, keynoting, and teaching about the narrative design needed to tell stories in an increasingly disrupted and digital world.

I've published two books detailing my signature "Super Story" process, which has empowered creative minds to take advantage of the variety of platforms that have been democratized in the past several years. During this time, I have built multi-platform transmedia plans for Mattel, the Disney Imagineers, Wizards of the Coast, Samuel Goldwyn Films, *The Pretender* television IP, Bona Film Group and dozens of independent creators.

I'm a writer. I'm a designer. I'm a creator. I'm a strategist. I'm a consultant. I'm a collaborator. I'm versatile. And I'm a focused, hard worker.

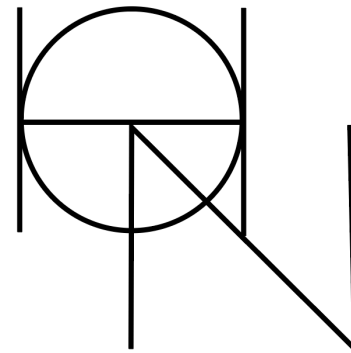
I have attached my résumé for your review and would welcome the chance to speak with you sometime.

Appreciative of your time,

Houston Howard

# HOUSTON HOWARD

Narrative Designer // Strategist // Educator



818.859.2268



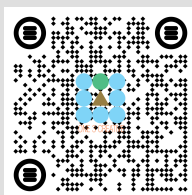
houston.howard@gmail.com



/in/houstonjhoward



houston\_howard



## // PROFILE //

Led and coordinated teams of multi-disciplinary writers and creators during the development of dozens of Hollywood IP.

Published author of two industry books – **You're Gonna Need Bigger Story** and **Make Your Story Really Stinkin' Big** – both of which outline proprietary strategies to develop, write and release multiplatform content.

Speaker and presenter at multiple digital, writing, transmedia and marketing conferences including events for the Producers Guild of America, Academy of Television Arts and Sciences, and the National Association of Broadcasters and more.

Designed, implemented and led custom multi-platform curricula for two major universities.

## // EDUCATION //

### JURIS DOCTOR

Focus – Intellectual Property / Film Law / Litigation  
Regent University School of Law, 2005

### BACHELOR OF ARTS

Focus – English / General Education  
Marshall University, 2001

## // RELEVANT PROFESSIONAL EXPERIENCE //

### MULTI-PLATFORM NARRATIVE DESIGNER // CHIEF STORYTELLER // 2012 – PRESENT

#### **One 3 Creative**

As a thought-leader in multi-platform narrative design space, I have committed myself to the equipping of independent creative professionals with a variety of practical tools and strategies that better positions them and their projects for 21st century success. Driven by a passion and desire to build generational IP that leverages both narrative velocity and brand scalability, I have used a proprietary narrative system to help create multiplatform strategy for the likes of Fox, CBS, Mattel, Disney Imagineering, Electronic Arts, Ubisoft, Wizards of the Coast, West Coast Customs, Slinky and more.

### ASSOCIATE PROFESSOR OF TRANSMEDIA DESIGN // 2018 – PRESENT

#### **The Art Center College of Design**

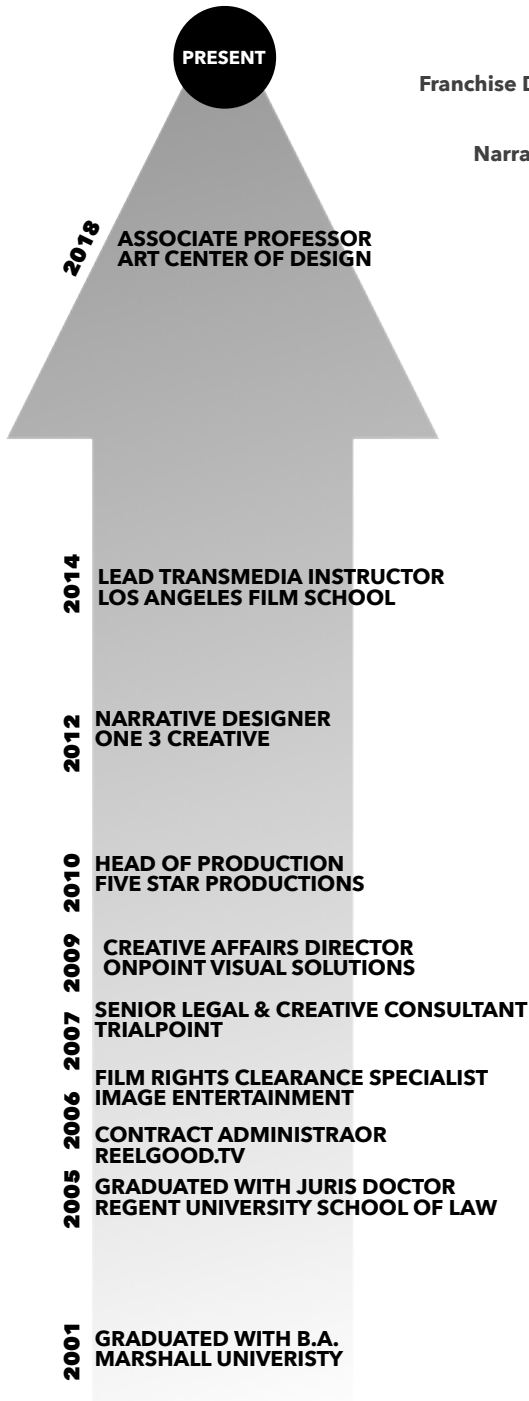
I had the privilege of launching the first Transmedia class at the Art Center. *Introduction to Transmedia Design* is a class that doesn't just show you how to tell a story, but how to tell a *Super Story* – an entertainment brand that extends across multiple mediums and platforms in a way that creates incredible multi- platform synergy and engages modern audiences in an entirely different way. The students learn the multiplatform strategies of generational projects such as the Marvel MCU, *Star Wars*, *The Matrix*, *Harry Potter*, and *Pokemon* and focus on topics such as communication, public speaking, ideation, narrative- mapping and brainstorming are all focuses in this class.

### TRANSMEDIA PROFESSOR // LEAD INSTRUCTOR // 2014 – PRESENT

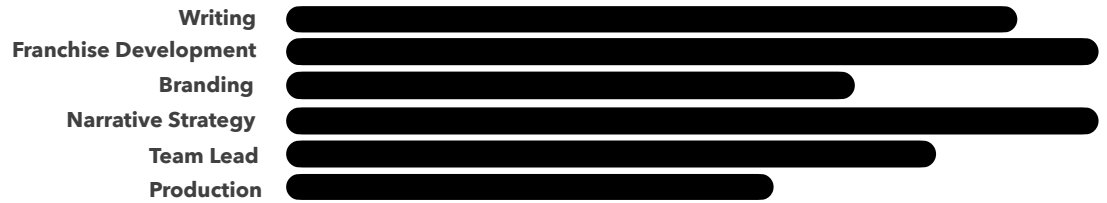
#### **The Los Angeles Film School**

My day-to-day responsibilities include designing the curriculum for, overseeing and instructing the transmedia design and transmedia storytelling courses at the Los Angeles Film School. I personally teach the Transmedia Storytelling courses and oversee four sections of Introduction to transmedia design courses, courses which I also designed. Additionally, I personally crafted a dedicated Bachelors of Science program around Transmedia Design for LAFS, which was subsequently approved by the ACCSC regional accreditors. These courses present a practical deep-dive to students in the development of stories and characters across multiple mediums, including films, television, music, books, games, webisodes and social media. Students learn how to increase audience engagement, create new revenue streams, open a project up to multiple demographics and prime a project for generational success.

# // TIMELINE //



# // SKILLS SETS //



# // RELEVANT CREATIVE PROJECTS //

**THE SYMPHONY** – Independent multiplatform IP launching as a tabletop roleplaying game and a NFT release. I developed complex storylines, worldbuilt, create dynamic character groups and ensure that the game could launch ancillary creative components across a variety platforms.

**AO-SHY DYNASTY** – Independent PC adventure game created by Darren Kwan and currently being developed and funded in conjunction with the ACD and Electronic Arts. I developed complex storylines, worldbuilt, create dynamic character groups and ensure that the game could launch ancillary creative components across a variety platforms.

**SOUL SEARCHERS** – A transmitted multi-platform IP that is currently being developed for a narrative podcast, a series of novels and film/television. I was the worldbuilding lead and, also designed the cross-platform narrative, developed complex storylines, oversaw and collaborated with a variety of other writers and scripted a variety of the components, including the episodic podcast.

**THE PRETENDER** – An international IP best known for its one-hour dramatic television series, which aired in the late 90's and early 2000's. I was brought in to help prep the IP for international exploitation. I designed the narrative across a variety of platforms, develop a broader storyworld for the project and design the pitch deck to use specifically for Chinese studio partners.

**BLACK WIDOWS** – A 10-episode drama developed and written for a female, Chinese television market. I was hired by the Showrunner to write the sixth episode of the series based on the outline developed by him and the co-creator. Based upon the notes by the Showrunner, I also implemented numerous re-writes until the script met his creative expectations.

**THE HAILANDS** – A transmediated, multiplatform project that is centered on an international co-production feature film through the Bona Film Group. For this project, I developed the initial concept, lead the worldbuilding efforts, designed the narrative across platforms and was the Creative Director.

# // RELEVANT LINKS //

– click or scan –



SKIP TO 20:00



# // PROFESSIONAL REFERENCES //

- **Matthew Burke** - Marketing Producer - Wizards of the Coast - mb@matt-burke.com
- **Jarrett Golding** - Transmedia Professor / Screenwriter - Los Angeles Film School - jgolding@lafilm.edu
- **Travis Carter** - VP of Sales / Transmedia Producer - Scorpion Design - Travis.Carter@scorpion.co
- **Brad Lusher** - Director of Mastering / Transmedia Producer - Deluxe Digital - brad.lusher@gmail.com
- **Keith Gionet** - Producer - Confluent Films - keith@confluentfilms.com
- **Steve Mitchell** – Television Showrunner - steve@stevenlongmitchell.com