

Ian Mutchler

Content Writer · Copywriter · Marketing Coordinator
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SUMMARY

Writer and content creator with 7+ years of professional experience across games, animation, and digital media, spanning major studios including SEGA, Warner Bros., DreamWorks, and Disney. Strong writer and editor with understanding of Adobe Creative Suite and a proven record of producing engaging content on deadline. Skilled at translating complex ideas into clear, compelling copy, managing multiple projects at once, and collaborating across teams. Comfortable owning social media content and building audiences from the ground up.

CORE SKILLS

Writing & Editing: Copywriting, content writing, editing, proofreading, script writing, brand voice & tone

Marketing: Social media strategy & content, SEO, content calendars, digital trend analysis, community engagement

Design & Software: Adobe Creative Suite (InDesign, Illustrator, Photoshop), Microsoft Office (Word, PowerPoint, Excel), WordPress

Workflow: Managing multiple deadlines, cross-functional collaboration, incorporating feedback, client & project coordination

EXPERIENCE

Freelance Writer & Illustrator - Self-Employed

Oct 2024 – Present

- Run an independent content and illustration business serving studio and individual clients, managing the full client lifecycle: pitching, contracts, invoicing, scheduling, and delivery.
- Produce written and visual content on a recurring publishing schedule, growing and sustaining an engaged audience across social platforms.
- Handle all self-promotion, community management, and brand consistency across channels.

Writer - Thirteen Games

Jun 2023 – Jul 2024

- Wrote narrative, lore, and in-game copy for the mobile title "Nova Island," shaping voice and tone across the product.
- Broke down complex game mechanics into clear, easy-to-digest tutorials and copy, revised based on player feedback.

Copywriter (Social Media) - SEGA of America

Sep 2021 – Present

- Write character dialogue and social copy for SEGA's annual live "Sonic Twitter Takeover" marketing event, fielding audience questions in real time.
- Reached the top of the platform's trending category every year since 2021, driven by comedy writing, brand knowledge, and high audience engagement.

Writer & Concept Artist - SEGA of America

Feb 2022 – Mar 2023

- Wrote the complete script for the game "The Murder of Sonic the Hedgehog" and produced visual concepts for the design team - writing and visual communication in one role.

Lead Storyboard Artist - TAIKO Studios

Mar 2022 – Sep 2022

- Tightened scripts and led a team of artists on "Pokémon: Path to the Peak," coordinating assignments and deadlines across the group; series received an Annie nomination.

Storyboard Artist & Writer - Warner Bros., DreamWorks, Cartoon Network, Disney

2016 – 2022

- Wrote and developed visual narratives with dialogue for animated series across major studios, working to tight production deadlines and adjusting work based on executive and director feedback.
- Credits include Bugs Bunny Builders and Jellystone (Warner Bros.), The Mighty Ones (DreamWorks), Jessica's Big Little World (Cartoon Network), and Big City Greens (Disney).

EDUCATION & CERTIFICATIONS

BFA, Animation — Savannah College of Art and Design (SCAD)

2016

Magna Cum Laude

Google Digital Marketing & E-Commerce Professional Certificate — Coursera

2025