

GRACE PERROTTA

WWW.GRACEPERROTTA.COM

REFERENCES AVAILABLE UPON REQUEST

SHOW WRITER & EXPERIENTIAL STORYTELLER

SELECTED EXPERIENCE

FREELANCE WRITER | MULTIPLE COMPANIES (LISTED BELOW) | JAN 2020 - PRESENT

- Companies Served: Disney Cruise Line, RWS Entertainment Group, Countdown 2 Escape, Hawkmoon Creative, Margaritaville Resort Orlando, The Bear's Den Resort Orlando, Slice Creative Network, and more
- Products Delivered: scripts (shows, events, and media), treatments, presentation decks, youth activities, character bios, escape rooms, themed menus, prop copy, marketing copy, brand books, and more

SHOW WRITER (SEASONAL) | DISNEY LIVE ENTERTAINMENT | SEP 2021 - PRESENT

- Writes, re-drafts, and proofreads scripts, concepts, character bios, treatments, copy, and more
- Develops shows, parades, spectaculars, and more with a variety of IP (Disney, Pixar, Marvel, and Lucasfilm)
- Ideates around particular business initiatives, new interactive technology, and emerging formats

STORY DEVELOPMENT - LEAD WRITER | ORANGE BLOCK CREATIVE | DEC 2020 - PRESENT

- Leads all story efforts for experiential design projects, from big picture concepts to intricate design details
- Writes client-facing concepts, treatments, and presentation pitch decks
- Brainstorms fresh, unique, and innovative ways to tell captivating stories

COPYWRITER - CREATIVE, EXPERIENTIAL, & MARKETING | RENTYL RESORTS | AUG 2020 - PRESENT

- Generates compelling copy (internal and external) for a variety of branded resorts all over the world
- Develops property backstories, seasonal overlays, activities, press releases, blogs, infographics, and more

COMMERCIAL CONTENT DEVELOPMENT INTERN | RWS ENTERTAINMENT GROUP | SPRING 2020

- Creatively and administratively developed projects for Broadway, Off-Broadway, immersive venues, etc.
- Quickly developed working understandings of brands and IP to create apt and compelling concepts
- Researched theatrical trends, new technology, innovative storytelling + and presented findings weekly

SHOW WRITING INTERN | DISNEY LIVE ENTERTAINMENT | FALL 2019

- Worked with the creative team on over 100 live entertainment projects, including theatrical shows, parades, nighttime spectaculars, interactive shows, immersive activities, ride overlays, dance parties, special events, character experiences, celebrity intros, themed announcements, and more

CREATIVE PRODUCER & NEW WORKS DEVELOPER | ROGUE PRODUCTIONS | AUG 2016 - MAY 2019

- Produced & developed over 42 original plays and 17 immersive showings with a core team
- Collaborated with directors and designers to procure staff, props, and sets for shows
- Managed budget and allocated funds to a variety of offerings per season
- Coordinated festivals, ran meetings, identified action items, and tracked show milestones to ensure quality

ADMINISTRATIVE PRODUCING INTERN | THE SECOND CITY CHICAGO | SUMMER 2018

- Assisted in the programming, production, and accessibility efforts across the Second City Chicago theatres
- Updated databases, created agendas and presentations, prepped show materials, and other clerical tasks

HAUNTED MANSION ATTRACTIONS HOSTESS | DISNEY COLLEGE PROGRAM | FALL 2017

EDUCATION

FLORIDA STATE UNIVERSITY | BACHELOR'S DEGREE | SUMMA CUM LAUDE

DOUBLE MAJOR: THEATRE, COMMUNICATION AND MEDIA STUDIES

ADDITIONAL SKILLS & ACHIEVEMENTS

- Playwriting & screenwriting
- Sketch comedy & improv
- Public speaking & pitching
- Accessibility writing - social stories for guests on the autism spectrum
- Proficient in Microsoft Office, Teams, and other programs
- Over 10 personal theatrical works produced, nationally, & internationally