

# SANDERSON DEAN

**Senior Copywriter / Creative Director / Brand Strategist**

Franchise Launches. Cultural Moments. Campaigns That Excite.

sandy@rocketsciencecopy.com

818-481-2115

[RocketScienceCopy.com](http://RocketScienceCopy.com)

---

## ABOUT

For more than 20 years, I've developed copy, created concepts, and guided award-winning campaigns for brands and studios.

From Pixar and Marvel to Amazon and AT&T, I build stories that launch franchises, revive icons, and celebrate brand identity.

My work spans theatrical, streaming, gaming, digital, social, experiential, and full 360° campaigns — including more than a few CLIO Gold, CLIO Silver, Promax Gold, Emmy, and Cannes-recognized projects.

# MORE THAN JUST LINES...

I don't just write lines. I understand scale, deadlines, collaboration, and high-stakes pressure while developing concepts to capture lightning in a bottle.

I specialize in:

- 360° Launch Campaigns
  - Concept-Driven Content
  - IP/Brand Positioning
  - Creative Strategy & Direction
  - Award-Winning Copy (multi-platform/trailers/digital/social/OOH)
  - Titling/Direct Response/Experiential
  - Franchise Repositioning
- 

## EXPERIENCE SNAPSHOT

Collaborated with:

Disney • Pixar • Marvel • Universal • Paramount • Netflix  
Apple TV • Amazon • Discovery • Ubisoft • Lionsgate • AT&T

Worked across leading creative agencies, including:

AV Squad • mOcean • Create • Ignition • The Refinery • Versus  
Bond • Paradise • Grandson Creative

Cultural Impact:

Monsters Inc • Avengers • Hunger Games • Napoleon Dynamite • Resident Evil  
Star Wars (films & games) • Indiana Jones • Assassin's Creed • Shark Week

# SELECTED WORK

---

Latest Hits:

MOMENTS MAKE LEGENDS. LEGENDS MAKE HISTORY.

**FOX: Big Noon Kickoff**

*Fox Sports*

PUTTING THE F U IN FASHUN.

**OMG Fashun**

*E! Entertainment*

A FEW GOOD MEN... WEREN'T INVITED.

**The Ministry of Ungentlemanly Warfare**

*Lionsgate*

IN A GAME NO ONE SURVIVES... HOPE NEVER DIES.

**The Running Man**

*Paramount Pictures*

THERE ARE SOME SECRETS YOU NEVER WANT TO FORGET.

**Memory of a Killer**

*Fox Television*

HOME IS WHERE THE HERD IS.

**Zootopia 2**

*Walt Disney Home Entertainment*

HELL HATH NO FURY LIKE A TEAM OF SAVIORS.

**Dirty Angels**

*Lionsgate*

A GROUNDBREAKING VISION OF GROUNDBREAKING.

**A Minecraft Movie**

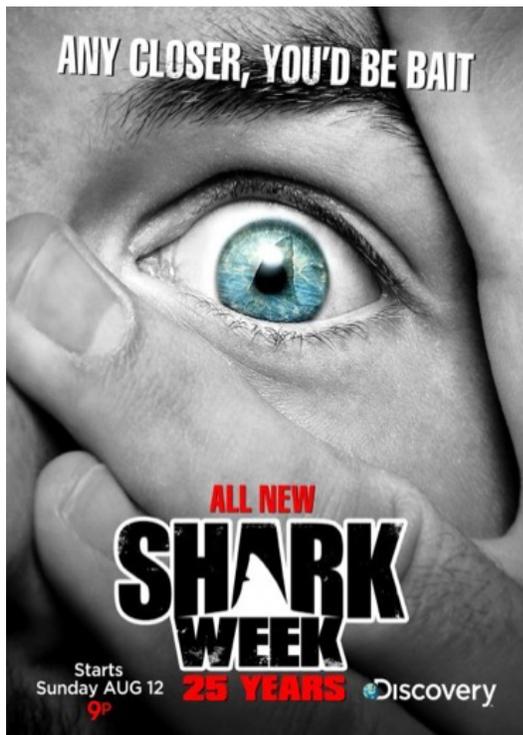
*Warner Bros*

# SHARK WEEK

## Discovery Channel

After declining cultural urgency, a strategy to reignite “the frenzy” built record ratings, 10M+ views, and Clio, Emmy, & Cannes-recognized assets.

Multi-year 360° campaigns across TV, digital, partnerships, and stunts.



🏆 PROMOX GOLD WINNER (2020)  
(Pickles)

🏆 PROMOX GOLD WINNER (2018)  
(Shaq Week)

🏆 EMMY AWARD WINNER & CANNES LIONS  
BRONZE (2013) (Snuffy the Seal)

Taglines:

- ANY CLOSER, YOU'D BE BAIT.
- SHARK 'N AWE!
- THE MOST WONDERFUL WEEK OF THE YEAR!

<https://www.youtube.com/watch?v=y8Ep43prs3Q> (Snuffy the Seal)

<https://www.youtube.com/watch?v=Pb4h3ZqJ7as> (Pickles)

*\*\*Contributed to every Shark Week Campaign since 2012, and counting...\*\**

# M3GAN

## Universal

Reframed the digital horror launch with retro Barbie attitude + cultural disruption + jingle writing!

Campaign voice helped position M3GAN as both terrifying and meme-ready.

 CLIO GOLD WINNER (2023)

SHE PLAYS. SHE SWAYS. SHE SLAYS.

<https://www.youtube.com/watch?v=F8J0MnBoL0Q>

---

# PUSS IN BOOTS: THE LAST WISH

## Universal

Elevated a legacy in boots with swagger-forward digital storytelling.

 CLIO SILVER WINNER (2023)

MAKE YOUR EVENING LEGENDARY.

<https://www.youtube.com/watch?v=6YZRtvlmK9w>

# AMAZON AUDIBLE

## Amazon

Increased subscriptions with a clear benefit, by transforming downtime into upgrade time.

Performance-driven digital campaign rooted in human behavior insight.



THE AVERAGE PERSON SPENDS 760 HOURS A YEAR COOKING.  
LEARN ITALIAN WHILE MAKING ITALIAN.

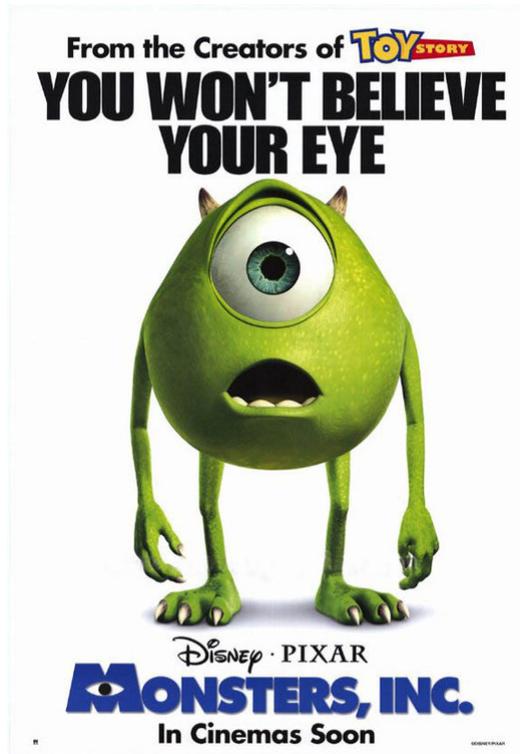
<https://www.youtube.com/watch?v=XxjmYUTvOTc> (Learn Italian)

<https://www.youtube.com/watch?v=GEQwV8IM2TQ> (Get the Dish)

# MONSTERS, INC.

Disney / Pixar

High-stakes launch during Pixar's peak era. Emotional scale + mass appeal.



YOU WON'T BELIEVE YOUR EYE.

# **THE HUNGER GAMES**

## **Lionsgate**

Positioned dystopian drama as a generational event.

SURVIVAL IS THE ONLY WAY HOME.

---

# **RESIDENT EVIL: AFTERLIFE**

## **Screen Gems**

From full 360° franchise campaigns to DVD marketing, including theatrical, digital, and experiential for nearly every Resident Evil feature.

AFTER DEATH... LIFE EVOLVES.

---

# **ASSASSIN'S CREED II**

## **Ubisoft**

Cinematic storytelling for one of gaming's most iconic franchises.

IN A CHANGING WORLD... YOU CHANGE HISTORY.

RAISE THE ART. MASTER THE KILL.

# MINIBAR/BUDWEISER/BUD LIGHT

**AB InBev**

Re-invented the beer run in a digital/social campaign so simple, it's refreshing.



YEP, IT'S THAT EASY.

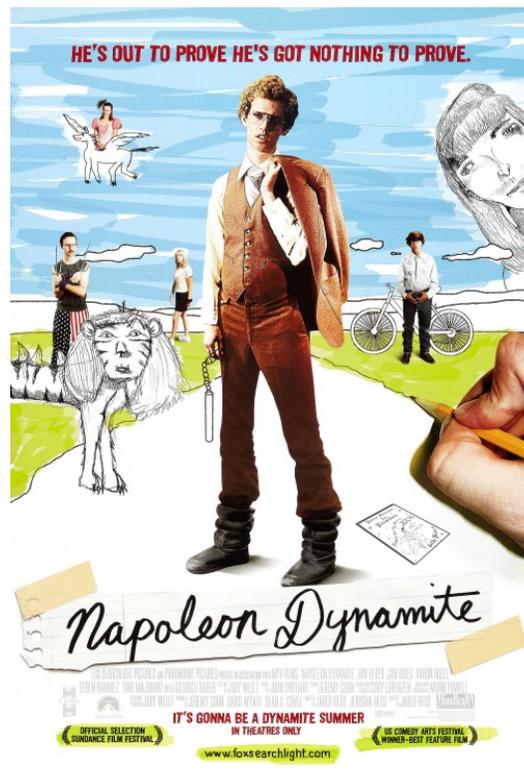
<https://www.youtube.com/shorts/-ZQ2yEj5m1w> (That Easy)

<https://www.youtube.com/shorts/PmMOBXbgWOA> (3 Reasons)

# NAPOLEON DYNAMITE

## Searchlight

Created cult positioning before the cult following, including early “Vote for Pedro” momentum-building concepts.



HE'S OUT TO PROVE  
HE'S GOT NOTHING TO PROVE.

## **FANTASTIC FOUR**

**20<sup>th</sup> Century Fox**

Supercharged the superhero genre with a force multiplier.

WHEN THE WORLD NEEDS A HERO...  
WE'LL GET 4.

---

## **SUICIDE SQUAD**

**Warner Bros.**

Villains repositioned and elevated as anti-hero icons.

IN SQUAD WE TRUST.

---

## **TERMINATOR: DARK FATE**

**Paramount**

Reintroduced an 80s franchise to a new generation without losing legacy fans.

THIS ISN'T THE FUTURE YOU REMEMBER.

---

## **SHERLOCK HOLMES: A GAME OF SHADOWS**

**Warner Bros.**

Elevated sequel stakes through character-driven, brain-branding tension.

ENTER THE MIND OF A MADMAN  
THROUGH THE EYES OF A GENIUS.

# AT&T FIBER

## AT&T

Firing up emotions and emojis in a social campaign to get entertainment consumers their 1G fiber.



INTERNET WITH MORE 🔥

<https://www.youtube.com/watch?v=tGt-fCA9CwE> (More Fire)

[https://www.youtube.com/watch?v=WNY\\_mNJEe38](https://www.youtube.com/watch?v=WNY_mNJEe38) (More Muscle)

# BETTER WATCH OUT

**Eclectik Vision**

Title development + tonal repositioning to sharpen market impact.



CHRISTMAS GETS UGLY.

(\*Originally titled *Safe Neighborhood!*)

# **LEGO: INDIANA JONES**

**Disney Interactive**

Reinventing the greatest name in adventure as a new gaming property.

HE BEGAN AS A MAN.  
HE BECAME A LEGEND.  
HE'S BACK... AS THE ULTIMATE ADVENTURE.

---

# **DJANGO UNCHAINED**

**The Weinstein Company**

Operatic emotional framing for Tarantino epic.

LOVE GUIDES HIS HAND...  
REVENGE PULLS THE TRIGGER.

---

# **MALEFICENT**

**Walt Disney**

A generational icon reborn as a fairytale phenomenon.

CHANGE THE CURSE OF HISTORY.

Retro Hits:

THE BEST PART OF LIFE IS LIVING IT.

**Hector & the Search for Happiness**

*Relativity Media*

WHEN ALL BETS ARE OFF... YOU'RE ON.

**Rainbow Six Vegas 2**

*Ubisoft*

WHEN THE SHIT HITS THE FAN... HE'S THE BLADE.

**Machete Kills**

*Open Road Films*

THE RISE OF ONE. THE BEGINNING OF ALL.

**X-Men Origins: Wolverine**

*20<sup>th</sup> Century Fox*

IF IT WAS EASY... EVERYONE WOULD BE COOL.

**Superbad**

*Columbia Pictures*

THE GREATEST RISK IS NOT TAKING ONE.

**Secretariat**

*Walt Disney Pictures*

THERE ARE MORE IMPORTANT THINGS  
THAN SHAUN WHITE SNOWBOARDING.  
WE JUST CAN'T THINK OF ANY RIGHT NOW.

**Shaun White Snowboarding**

*Ubisoft*

*\*\*The End. (Thanks for reading this far!)\*\**