

WALT PALMER

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EXPERIENCE

Bite.Delivery | Los Angeles, CA

Head of Content, February 2021 - Present

Bite.Delivery creates at-home interactive dining experiences, combining puzzle-solving video games and local food delivery. As Head of Content, I oversee the development and distribution of new experiences, including Vampire.Pizza and Codename Burg3r.

- Developed, wrote, and produced 15 at-home puzzle games for 10k customers in LA and Philadelphia.
- Created and maintained our customer relationship management systems, processing orders and providing customer support as needed.
- Designed and produced printed game material and distributed it to 10K customers.
- Oversaw user testing and product iteration to improve customer satisfaction.
- Wrote, directed, and produced in-game videos and social-media marketing material.
- Wrote copy for marketing campaigns, in-game tutorials, and pitch decks.
- Managed a team of 8 print graphic designers, motion-graphic designers, and editors.

Solve | Los Angeles, CA

Head of Content June. 2019 - Sept. 2020

Solve is a true-crime and murder mystery interactive content studio. As Head of Content, I oversaw the team of writers, producers, and designers that created original content series (Snapchat), mobile games, and podcasts.

- Developed and launched "Solve: The Podcast", a scripted podcast for iHeartRadio that reached #2 on Apple Podcasts, and has over 3 million downloads.
- Oversaw content development and production for Solve's daily original content series on Snapchat (3M daily active users).
- Created and acted as narrative designer for a choice-based mobile game on Solve's proprietary app.
- Managed a team of 15 writers, producers, and editors.
- Oversaw casting and talent management.

Lead Writer, Oct. 2018 - June. 2019

- Created the interactive scripted story structure that earned Solve the highest average engagement on Snapchat.
- Wrote over 85 scripted episodes of our daily Snap series, and produced every episode that aired.
- Developed and produced branded content tie-ins with partners like FaZe Clan, Blumhouse, and Lionsgate.
- Managed a team of 5 writers, delivering a total of 200 scripts over a 2 year period.

Vertical Networks | Los Angeles, CA

Writer & Social Media Manager Feb. 2016 - Oct. 2018

Vertical Networks is a mobile-first digital media content studio, creating original digital media brands and series.

- Wrote 50 unique editions for the millennial men's publication Brother on Snapchat.
- Produced 20 video series, each reaching an average of 7 million daily active users.
- Led Brother's cross-platform social media strategy, creating and managing distribution for content on Instagram, Facebook, and Twitter.
- Made coffee, went on grocery runs, wore absurd costumes on camera. It was a start-up!

History Making Productions | Philadelphia, PA

Editor, May. 2013 - Dec. 2015

- Edited two feature-length documentaries for the Philadelphia World Meeting of Families.
- Assisted a post team that won five Mid-Atlantic Emmys for best documentary.
- Produced and edited three 5-min advertising spots for Hidden City Philadelphia.

EDUCATION

Temple University | Philadelphia, PA

Bachelor of Arts, Film and Media

May 2015

SKILLS

- **Screenwriting and Game Writing** | Final Draft, Narrative Design
- **Content Production & Post** | StudioBinder, Premiere, After Effects
- **Social Media Strategy + Optimization** | Snap, Instagram, TikTok, FB, SEO
- **Tacos** | Seriously, I make A+ tacos. Maybe I'll share them with you one day :)