

SJ BORGER

Creative Writer & Content Creator | Expert in Narrative Development and Multi-Platform Original Content

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☆ Occasional Herder of Cats

SUMMARY

Versatile Executive Producer and Lead Writer with extensive experience in screenwriting, journalism, and narrative development. Skilled in creating immersive stories, compelling dialogue, and character-driven narratives across multiple platforms. Seeking to transition into the video game industry, bringing creative leadership, production expertise, and a passion for interactive narratives and engaging storytelling.

INDUSTRY EXPERTISE

Story Analysis



Dialogue Writing



Lore & World Building



Narrative Branching



Interactive Storytelling



Storyboarding



Scriptwriting



Story Development



EXPERIENCE

Head of Media House

Riot Games

📅 2022 - Present 📍 Berlin, Germany

- Directed narrative content for live events and broadcasts, enhancing player experience through strong storytelling techniques.
- Collaborated with creative directors, designers, and producers to ensure consistent story elements across media.
- Mentored junior writers and fostered a collaborative writing culture.
- Expanded audience engagement by 35% through engaging narratives.

Executive Producer/Head Writer

DBLA

📅 01/2020 - 12/2020 📍 Austin, TX

- Increased engagement by {up to 27%} through crafting narrative-driven campaigns for Capitol Records and Netflix.
- Developed content strategies and narrative elements for branded campaigns that saw a 30% increase in audience interaction and overall engagement.
- Managed multi-million-dollar budgets and collaborated with global teams

Writer/Producer (BlizzCon Virtual Ticket)

Blizzard Entertainment

📅 08/2017 - 04/2019 📍 Irvine, CA

- Developed story content for BlizzCon, including writing scripts, dialogue, and immersive narratives for live and virtual experiences.
- Managed the end-to-end production of the BlizzCon Virtual Ticket content as Executive Producer/Writer.
- Contributed to a 37% increase in ticket sales for BlizzCon through compelling storytelling and content innovation.
- Partnered with creative directors and various departments to ensure narrative quality and consistency across all content streams.

Media Consultant

Self-employed

📅 09/2019 - Present 📍 Global

- Provided content strategy and development, enhancing brand storytelling.
- Crafted narratives for film, television, web series, and podcasts.
- Managed 15 projects concurrently with budgets over \$250,000, increasing client engagement by 25%.

Marquee Events, Entertainment

NBCUniversal

📅 06/2012 - 08/2017 📍 Universal City, CA

- Developed scripts, one-sheets, and FAQs for branded projects and IPs
- Managed project documentation, budgeting, scheduling, and asset management
- Oversaw production logistics and contract negotiation
- Collaborated with senior leadership and internal teams to drive content strategy

STRENGTHS



Narrative Design & Story Development

Expertise in crafting captivating narratives, character arcs, and branching storylines that enrich audience engagement. Skilled at adapting storytelling techniques to create immersive player experiences.



Dialogue & Scenario Writing

Proficient in writing engaging dialogue, memorable scenarios, and character-driven plots that resonate with audiences.



Team Leadership & Collaboration

Experienced in mentoring writing teams, providing feedback, and collaborating across creative and technical teams to ensure cohesive storytelling.



Screenwriting & Journalism

Strong background in screenwriting for film and television as well as journalism, delivering engaging content across different media formats. Experience in adapting traditional narrative techniques for interactive storytelling.



Adaptability & Quick Learning

Proven ability to learn new tools and workflows, with a particular focus on game development software and interactive narrative tools.

PASSIONS



Gaming & RPGs

Deeply inspired by the character depth, world-building, and immersive storytelling found in games like 'The Witcher 3' and 'Mass Effect.' Extensive knowledge of RPGs and video game storytelling, with a strong personal interest in crafting compelling and interactive storytelling experiences.



Storytelling

Whether through film, TV, web series, or interactive media, focused on character-driven narratives that entertain, evoke emotions, and create memorable experiences. Skilled at adapting stories for both traditional and digital platforms, always evolving storytelling to fit the medium.

SKILLS

Writing & Narrative Design

Narrative Integration, Quest Design, Character Development, Branching Storylines, Immersive Worlds, Script Editing, Script Coverage

Gaming & Story Development Tools

Twine, Unity, Unreal Engine, Final Draft, Movie Magic, Scrivener, Perforce, Celtx

Enterprise & Productivity Software

JIRA, Trello/Asana, MS Office, Google Suite, Adobe Creative Suite, Miro, Teams, Slack, MS Project, SAP

Other Skills

Script Coverage, Copy Editing, Branding, Iterative Creative Process, Research (Analog & Digital), Cross-Platform Publishing, Mentoring & Feedback, Generative AI tools, AR/VR technologies

EXPERIENCE

Executive Producer/Head Writer

Joynt Efforts Productions

- 📅 01/2012 - Present 📍 Greater Los Angeles Area
- Developed, staffed & produced multiple shows
 - Created & curated relationships with talent, agents, and managers
 - Wrote and directed episodes for multiple productions
 - Ran successful Kickstarter and social media campaigns

Screenwriter

Independent Screenwriter

- 📅 09/2003 - Present 📍 Greater Los Angeles Area
- Diverse portfolio across film, TV, and short-form content. Finalist in Nicholl Fellowship and Zoetrope Contest. Skilled in crafting compelling narratives, unique characters, and adapting style across formats and genres.
- Optioned: 'Formicate' screenplay to Argonaut Pictures
 - "Halcyon Days": Drama finalist in Nicholl Fellowship and Zoetrope Contest
 - Multiple TV specs and original pilots, including finalists in Scriptapalooza TV contest
 - Experienced in various genres: drama, comedy, sci-fi, horror, and action
 - Developed original content for both traditional and digital platforms

Freelance Writer

Games Radar

- 📅 01/2007 - 03/2019 📍 California
- Contributed extensively to leading Games Radar and PC World publications, delivering engaging content across multiple platforms. Specialized in comprehensive video game coverage, from in-depth reviews to trending industry news.
- Increased reader engagement by {20%} through weekly columns on gaming culture
 - Crafted timely, insightful game reviews
 - Produced diverse content including features, interviews, and news pieces
 - Maintained up-to-date knowledge of the gaming industry
 - Collaborated with editorial teams to develop compelling story angles
 - Adhered to tight deadlines while consistently delivering high-quality content
 - Engaged with the gaming community through social media and online forums

Contributing Writer/Editor

Geekscape.net

- 📅 08/2013 - 11/2015 📍 Greater Los Angeles Area
- Consistently produced 5+ high-quality, original articles per week on Film & Television topics, adhering to house style guidelines
 - Conducted thorough research, fact-checking, and source material analysis to support claims and ensure accuracy across all published content
 - Successfully brainstormed, pitched, and developed innovative content ideas, aligned with the publication's coverage and resonated with readers
 - Actively communicated with the editorial team and promptly incorporated feedback, resulting in improved article quality and reduced revision cycles
 - Stayed current with trends and developments in the Film & Television industry in pop culture areas, integrating timely insights into articles

EDUCATION

Master of Business Administration - MBA, Exectutive MBA

University of Southern California

📅 01/2018 - 12/2020

Professional Certification with Distinction, Project Management

University of California, Berkeley

📅 01/2017 - 12/2022

Master's Degree, Film and Motion Pictures

Academy of Art University

📅 01/2001 - 12/2004

Certification, Writing & Editing

University of California, Berkeley

📅 01/2001 - 12/2003

TRAINING / COURSES

Advanced Screenwriting

UCLA Advanced Screenwriting Course

AWARDS

- 💎 Nicholls Fellowship (Finalist)
- 💎 Scriptapalooza Film (Finalist)
- 💎 Scriptapalooza Television (Finalist)
- 💎 Zoetrope (Finalist)
- 💎 NYC Midnight (Finalist)
- 💎 AAU Script of the Year (Winner)

KEY CREDITS

Katy's Quest

Capitol Records/Alienware

Web-based Video Game

🔗 <https://x.com/katyperry/status/1298289670330056704>

Hubie Halloween's Animal Crossing Livestream

Netflix is a Joke

Livestream

🔗 <https://www.youtube.com/watch?v=q72PbxUblmo>

Dell Talks: Smol Talks

Dell Virtual Campus

Web Series

🔗 <https://www.youtube.com/watch?v=-ohaG33-Bg0>

Dell Talks; I Made That

Dell Virtual Campus

Web Series/AR Experience

🔗 <https://www.youtube.com/watch?v=fl7G5YdJPOM&v=t=219s>

EXP Presents APEX at the X-Games

ESPN | Disney | Electronic Arts

Stadium Event / Livestream

🔗 <https://www.youtube.com/watch?v=eOfDauOnDU8>

Epic Tales

Blizzard | BlizzCon Virtual Ticket

Web Series

<https://news.blizzard.com/en-us/blizzcon/22553157/epic-tales-come-in-many-forms-in-new-blizzcon-video-series-watch-now>

Geek & Sundry Presents

Blizzard | BlizzCon Virtual Ticket

Co-Produced with Nerdist

All Access Kickoff Show

Blizzard | BlizzCon Virtual Ticket

Livestream

🔗 <https://www.youtube.com/watch?v=wqXAFnKb-ro>

Pause for Laughter

Geek & Sundry | Nerdist | Blizzard

Web Series

🔗 <https://www.youtube.com/watch?v=Ztl4c9J-JEE>

LANGUAGES

English	Native	●●●●●
Japanese	Beginner	●●●●●
Spanish	Intermediate	●●●●●
German	Beginner	●●●●●