TOBY MEULI

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PROFESSIONAL SUMMARY

Writer, performer, and content strategist with 7+ years of experience crafting voice-driven work across comedy, political campaigns, podcasts, and digital media. Skilled in script punch-up, concept development, and translating brand voice into audience-facing content across live performance, video, email, and social formats. Background includes optioned comedy pilots, UCB performance and writing, directing branded content for major brands, and political messaging for high-profile Democratic candidates — including Reed Award-winning work for Sherrod Brown's record-setting 2025 campaign launch.

CORE SKILLS

Comedy Writing • Script Punch-Up • Live/Event Writing • Political Messaging • Brand Voice • Concept Development • Editorial Ideation • Cross-Channel Copywriting • Rapid Iteration • Creative Collaboration • Spoken-Delivery Writing

PROFESSIONAL EXPERIENCE

MissionWired | **Content Strategist – Political** | Los Angeles, CA | *2023 – Present*

- Write voice-driven messaging and rapid-turn creative for Democratic candidates across video, social media, email, SMS, speeches, digital ads, and other audience-facing formats.
- Craft and refine copy tied to breaking news, fundraising pushes, policy announcements, and rapid-response campaign moments — often on same-day timelines.
- Adapt messaging to distinct candidate and organizational voices while balancing clarity, urgency, humor, and brand consistency across channels.
- Collaborate with campaigns, candidates, designers, and communication teams to sharpen copy and iterate quickly based on feedback and performance data.
- Support public-facing messaging, speeches, and prep for candidate media, campaign, and podcast appearances.
- Selected political clients include Sherrod Brown, Haley Stevens, and Colin Allred. 2025 Reed Award winner for creative work on Sherrod Brown's record-setting campaign launch.

Freelance | **Copywriter, Director & Creative Writer** | Los Angeles, CA | *2017 – 2023*

- Wrote, developed, and directed voice-driven creative across entertainment, branded content, digital video, social, and campaign formats for agencies and production companies.
- Developed comedy-forward branded content and scripted creative for clients including GQ, Golf Digest, Sprite, Coca-Cola, Purina, and Formula 1.
- Collaborated with producers, directors, and creative teams from pitch through execution.
- Optioned two original TV comedy pilots to Hulu and Disney+.

COMEDY, ENTERTAINMENT & PERFORMANCE CREDITS

- Improviser, Writer, and Performer — UCB Los Angeles, including live show writing and production with audience-facing formats.
- Performance credits as an actor across film, television, theatre, commercials, and live comedy, including guest-starring roles across CBS, Netflix, HBO, and Disney+. Film credits include work directed by David Fincher and Steven Spielberg, and an Emmy-nominated commercial with Liza Minnelli and Aretha Franklin.
- Additional comedy credits include recurring sketch performer on Conan, contributing creative for Samuel L. Jackson as host of the Video Game Awards, and an improv-based comedy TV series on MTV.

EDUCATION

BFA in Theatre, Magna Cum Laude • Baylor University