

Jenn Welch

Writer | Comedian | Not a Fun Person

About me

— — —

I'm passionate about using my skills as a writer, comedian, producer, and tech nerd to be of service in the world - by connecting with big emotions, providing empathetic solutions, and building movements.

I've spent my adult life in Brooklyn and Los Angeles, but I was manufactured in an old industrial city in Central New York. Ask me about my dog.

Highlights

B.S. Film / Creative Advertising
S.I. Newhouse School of Public Communications
Syracuse University

Television Writing
UCLA Extension

Sketch Writing
Second City, Hollywood

Improv
The People's Improv Theater

Web: www.jennwelch.com
Twitter | Insta | YouTube: @jennwelchnow

Creative Strategist / Content Creator
Dr. Lisa Lippman - Influencer
IG (173k followers) / TikTok (35k followers), 2024-Present

Freelance Copywriter
Anheuser-Busch
NUTRL Hard Seltzer, 2023-Present

Copywriter
thelab
Stearns & Foster, 2021-2023

Creative Consultant
Collective Impact, 2020

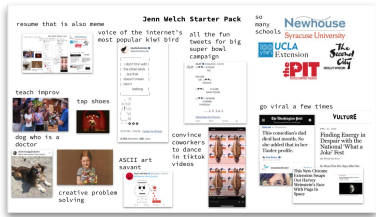
Freelance Copywriter
VaynerMedia
Kiwi Botanicals, Olay, Planters, 2019-2020

Improv Instructor
The People's Improv Theater 2015-2019

Social Media Manager
The People's Improv Theater, 2015-2016

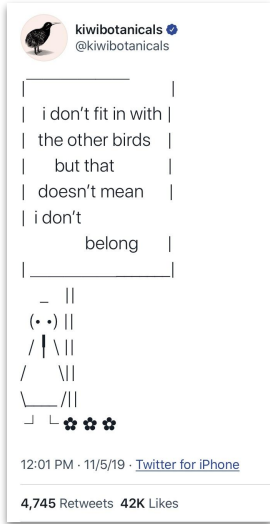
Freelance Writer
Various Trade Journals, 2007-2015

resume that is also meme



Jenn Welch Starter Pack

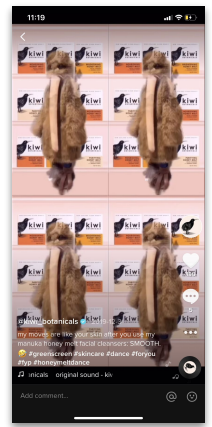
create the internet's most popular kiwi bird



all the fun tweets for big super bowl campaign



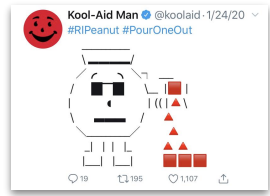
convince coworkers to dance in tiktok videos



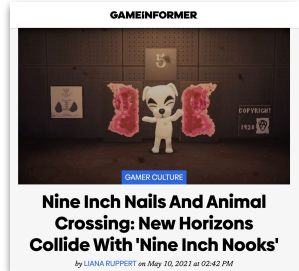
brain that thinks in puns & portmanteaus



ASCII art savant



animal crossing auteur



write haikus for fancy mattress brand



teach improv



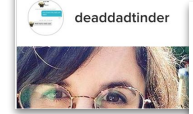
creative problem solver



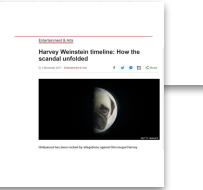
so many schools



make fun stuff get national press



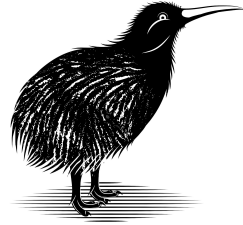
This New Chrome Extension Swaps Out Harvey Weinstein's Face With Pugs In Space



Kiwi Botanicals

COPYWRITER, VAYNERMEDIA

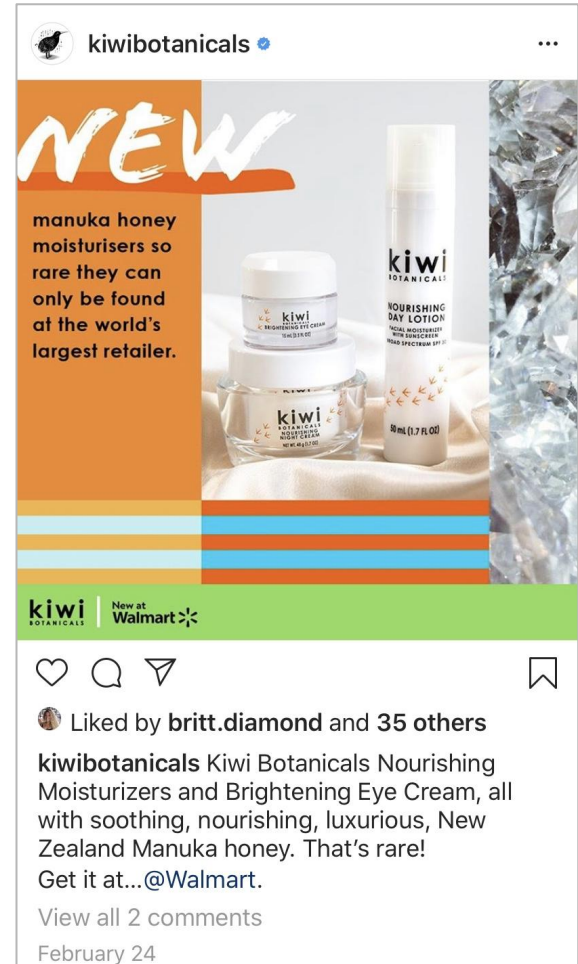
KIWI BOTANICALS



Procter & Gamble's new Manuka Honey skincare line, sold exclusively at Walmart.

Challenges:

- educate consumers on the skincare benefits of Manuka Honey
- establish Kiwi Botanicals as an affordable, quality clean beauty brand
- create a brand voice that connects with Walmart shoppers and Skincare Mavens
- platforms: Twitter, Instagram, TikTok, eCommerce



KIWI CHARACTER DEVELOPMENT

The product packaging featured a beautiful kiwi bird illustration. I suggested we make use of the bird by creating character for it on Twitter.

Using the skills I acquired while developing characters for screenplays and TV pilots, and the qualities of inclusion, wholesomeness and FUN we hoped to connect to the brand, I established the voice of Kiwi.

A 101 on the Voice by Jenn W

Kiwi is very focused on being a successful small business bird, but how does the Kiwi bird define success??

I'm a kiwi. The fact that i even made it to the port to get on the ship that got me across the ocean so i could launch my Manuka Honey Melt facial cleansers means I'm already so so so successful. every day from here on out is WOW. even if things were to not work out now, i'm still a kiwi bird who launched a skincare line that supports my people friends AND my bee friends HOW COOL IS THAT??

it's BANANAS. honestly i just want to bee (ha) helpful to as many bees, people, and creatures as i can and literally every day i take a new step in my small business adventure my mind is BLOWN by what me and my bees have achieved and i want to make sure EVERYBODY knows what's possible in their lives if they focus on their strengths (launching skincare lines, helping people, waddling) and accept their weaknesses (flying, lifting boxes, bookkeeping).

Because i think the most important thing you can bee (ha) in life is a helpful bird, if we all try to be helpful birds then everybody is taking care of everybody and my bee friends are safe and my people friends feel their best and my plant friends can grow and grow and grow and i can trust that i'm being taking care of too because when i help others i'm really helping MYSELF so if i share everything i'm learning in my business what i'm really doing is taking a moment in my nesting burrow to reflect on what's been working and what could use some improvement and maybe if i share share share i'll meet some other small business birds with awesome ideas AND THE WORLD WILL GLOW

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KIWI 201: Kiwi Voice Advanced Studies by Jenn W

Kiwi is very focused on selfcare, mindfulness and radical relaxation, but what do those things mean to our kiwi??

I'm a kiwi. I can't do yoga. Or maybe I could do yoga but it's not fun and why am i doing something if it's not fun or interesting or wowwowowow or ~~ahhhhh~~ so good? If selfcare is stressful, is it really selfcare? Did you know that you can meditate while waddling? Why would i sit in the dark in the quiet getting mad at myself for thinking thinking thinking and not be a perfect meditator when i could do a waddling meditation and connect with the trees and the squirrels and the people and all the imperfect things in the world that are perfect perfect perfect just the way they are. I just want to bee (ha) connected to everything, most importantly to myself!!

Grown up life is stressful and scary for a lil kiwi!! No wings, can't fly, weird weather, starting my own business. But I try to remember what my grandma told me: take good care of the lil kiwi you were when you were doing somersaults in your kiwi egg (it's a very roomy egg), and the lil kiwi you were when you were a lil kiwi chick, and the kiwi you've been every day before today. She told me that if i carry those lil kiwis along with me as i go out in the world and explore and become a small business bird, i'll never be bored and i'll always bee (ha) near the playful, joyful, wowwowow feelings even though i can't feel those feelings all the time (okay but have you ever thought about how funny a feeling grumpy is? Hmph i'm grumpy!).

Right now my grandma's tied for the oldest living kiwi bird in Auckland. She still somersaults like she's in her egg and she does zumba on wednesday nights and hopscootch every afternoon, and when she does her dust baths she uses the finest dust that smells like sweet earth and sings at the top of her lungs and feels every feeling and i want to bee (ha) just like her and by "just like her" i mean TRULY MYSELF.

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TWITTER LOVES OUR SMALL BUSINESS BIRD

 **kiwibotanicals** @kiwibotanicals

i don't fit in with
the other birds
but that
doesn't mean
i don't
belong

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12:01 PM · 11/5/19 · [Twitter for iPhone](#)

4,745 Retweets 42K Likes

 **SARAH** @meximarie15 · 11/5/19
Replying to @kiwibotanicals
You belong 🥰

 **casper?** | IA @fairikoo · 11/5/19
Replying to @kiwibotanicals
wait why's this on my tl 😂😂 cute

 **Angelita crybaby** @CrybabyAngelita · 11/6/19
Replying to @kiwibotanicals
I love whoever runs this account

 **BLM** @sydsalright · 11/8/19
Replying to @kiwibotanicals
this is the most wholesome account i love this

 **sKorcHER** @Garavaglakarma · 11/7/19
Replying to @kiwibotanicals
I gots u birdie

 **Liberonsien** @Liberonsien · 11/7/19
Replying to @kiwibotanicals
I like how you don't try to make every post be a weird and forced reference to your products.

 **Liberonsien** @Liberonsien · 11/7/19
It makes me think of you as being a person who sells a thing instead of a marketing ploy.

 **kiwibotanicals** @kiwibotanicals

my wings may be small but my heart is GIGANTIC.
metaphorically.
physically it's sized appropriately for a kiwi bird.
i think.
i hope?

12:28 PM · 11/1/19 · [TweetDeck](#)

10 Retweets 94 Likes


 **jamie** @pokieden · 11/1/19
Replying to @kiwibotanicals
i LOVE you kiwi

 **kiwibotanicals** @kiwibotanicals

i am the kiwi.
my song is not art.
i sing what i feel.
i sing from my heart.
i sing KEEEEEEE
i sing *HIGH-PITCHED SQUEEL*
i sing weeeeweeeweeeweeewee
i sing well i feel pretty okay today
i sing zop zibbidy zop pizzow
i sing kiwikipikiwikipikiwi
and sometimes i sing: *silencio*

4:09 PM · 11/6/19 · [Twitter for iPhone](#)


605 Retweets 4,399 Likes

 **kiwibotanicals** @kiwibotanicals

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5:47 PM · 11/26/19 · [Twitter for iPhone](#)

117 Retweets 1,784 Likes

 **kai** @queenlyoongi · 11/27/19
Replying to @kiwibotanicals
YAY YOUR AD IS BACK ON THE TL!!

 **when the moon hits your eye** @moocowthep... · 11/6/19
Replying to @kiwibotanicals
finally twitter promotes something GOOD

 **jessamy** @jessmy · 11/6/19
Replying to @kiwibotanicals
thank you, kiwi. very cool and inspiring.

KIWI TWEETZILLA

VaynerMedia CEO Gary Vaynerchuck wanted us posting 100 tweets a day for the five days leading up to the brand's official launch.

The team said it couldn't be done.

I said "HERE'S HOW WE DO THIS."

THE STORY

"TO BE WORN LIKE A LOOSE GARMENT"

Why are we posting 600 tweets in 6 days?
Because our Kiwi is migrating to America to sell its wares and it's wicked excited!

Days 1-4: our Kiwi is traveling from New Zealand to America.

Day 5: our launch day.

Day 6: settling in to our new reality

We do not ever have to explicitly say that this any of this is happening, but when we are conceiving and writing tweets, we should be thinking to ourselves:

- Where is our Kiwi on its journey and how might that impact the wording of this tweet?
- What is our Kiwi doing while it's drafting this tweet and how might that impact the wording?
- How is our Kiwi feeling and how might that impact the wording of this tweet?
- Little Kiwi, big world! How does the Kiwi's POV impact the wording of this tweet?

DO NOT WORRY ABOUT GETTING THE KIWI'S VOICE JUST RIGHT. SEND US YOUR CONCEPTS AND WE WILL RUN THEM THROUGH OUR KIWI BIRD TRANSLATOR.



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STRATEGY

600 TWEETS IN SIX DAYS. HONEY!!

Covering Four Territories plus Daily Cultural Content and Quote Retweets

Any Tweet Format is Fair Game: Image | Gif | ascii art | Text-Only | Video | WHATEVER

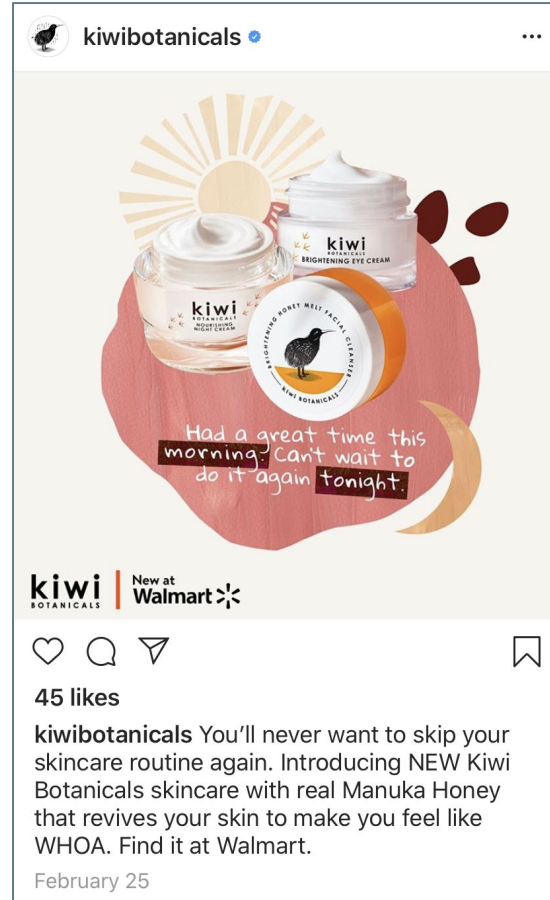
Topic	10/28	10/29	10/30	10/31	11/1	11/2	TERRITORY TOTAL
New Zealand	40	10	10	15	20	15	110
Honey Pour	15	40	10	10	20	15	110
Wash & Play	10	15	40	10	20	15	110
Boo to Goop	10	10	15	40	20	15	110
Cultural	10	10	10	10	10	20	70
Quote RTs	15	15	15	15	10	20	90
DAILY TOTAL	100	100	100	100	100	100	600

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3

KIWI INSTAGRAM

- How do we translate our fun, quirky, inclusive Twitter voice into the glamour-shot language of Instagram?
- The Kiwi bird takes a step back; all copy is written from the brand voice, using “we” instead of “I”
- We avoid the typical skincare science speak, focusing more on the sensory experience of using the product



KIWI INSTAGRAM



Liked by [angela_granados](#) and 76 others

kiwibotanicals Toss out your concealers. Kiwi Botanicals Brightening Eye Cream with real Manuka honey makes dark circles a thing of the past. Get it at [walmart](#) 🍯

[View all 3 comments](#)

January 31



Liked by [jessiel0316](#) and 100 others

kiwibotanicals We did the math. Your face (Manuka honey + purifying charcoal) = OH HONEY WOW

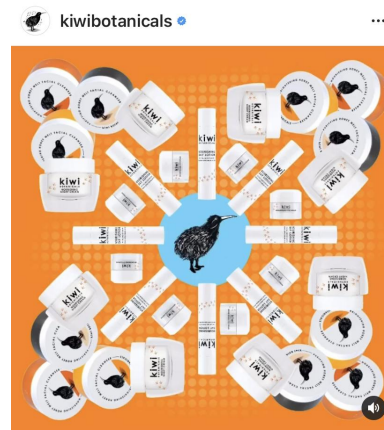
[View all 10 comments](#)

October 25, 2019



Liked by [angela_granados](#) and 72 others

kiwibotanicals Manuka honey contains antioxidants, vitamins, and amino acids. It improves skin tone and texture. AND it leaves you with a healthy, glowing complexion. That's why we based our entire Kiwi Botanicals skincare line around it.



440 views · Liked by [cheesehima](#)

kiwibotanicals You know how the bits and baubles in a kaleidoscope don't really make sense together on their own but then you point the lil tube up to the light, peer inside, and see the impossible beauty they make when they're all moving together? Okay, so the bits and baubles are: sustainably-sourced Manuka Honey, a goeey, melty, foamy texture, real New Zealand sea kelp, totarol oil, and kiwifruit, charcoal and B3, formulas that brighten, purify, and nourish, an affordable price point, products that are FUN to use, and Walmart. And the kaleidoscope is Kiwi Botanicals. SUCH BEAUTY.

THE END.

[View 1 comment](#)

March 12

THE KIWI DAY-BEFORE-THANKSGIVING-DAY PARADE

It's Kiwi's first Thanksgiving, and our bird's heard that all the big brands turn themselves into balloons for a parade.

I pitched this as a big bet idea. The client passed on all big bets, but we really enjoyed the idea of our lil' kiwi balloon waddling along the parade route. So I found a small inflatable kiwi bird on the internet, grabbed a mail cart, and put together our little DIY parade for TikTok and Twitter.



kiwibotanicals
@kiwibotanicals

was told i'd know i was successful when I became a balloon in a thanksgiving parade

but i already know i'm successful bc every day i follow my heart

so i made my own parade!!!!

(MAKE. YOUR. OWN. PARADE)

it's a day early bc i am bird not calendar ʘ(<)ʘ



Rhea Hanges @FriendsSayRay · 11/27/19

Replying to @kiwibotanicals

Hahahaaaaa so great



Ry-Bread @Rypiper03 · 11/27/19

Replying to @kiwibotanicals

Either way this parade(and account) is perfect :)



Patricia Garcia @triciagarcia31 · 11/27/19

Replying to @kiwibotanicals

Make your own parade. I love this!



obnoxious entitled little brat @ssscubaa · 11/27/19

Replying to @kiwibotanicals

I'm so proud of you kiwi



Pika @CrazyDragonPika · 11/27/19

Replying to @kiwibotanicals

the sheer narcissistic energy radiating from this personifies me



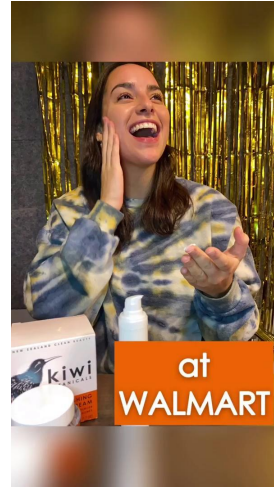
[CLICK HERE FOR VIDEO](#)

[CLICK HERE FOR VIDEO](#)

[CLICK HERE FOR VIDEO](#)

KIWI: THE MASCOT

- Due to restrictions around using actors in TikTok videos, we had a Kiwi costume made
- We wanted the design to celebrate the weird DIY-ness of our gooey product and our flightless bird
- We based the design off my Twitter ASCII art
- Used my persuasive skills to convince multiple coworkers to dance for me in a kiwi costume

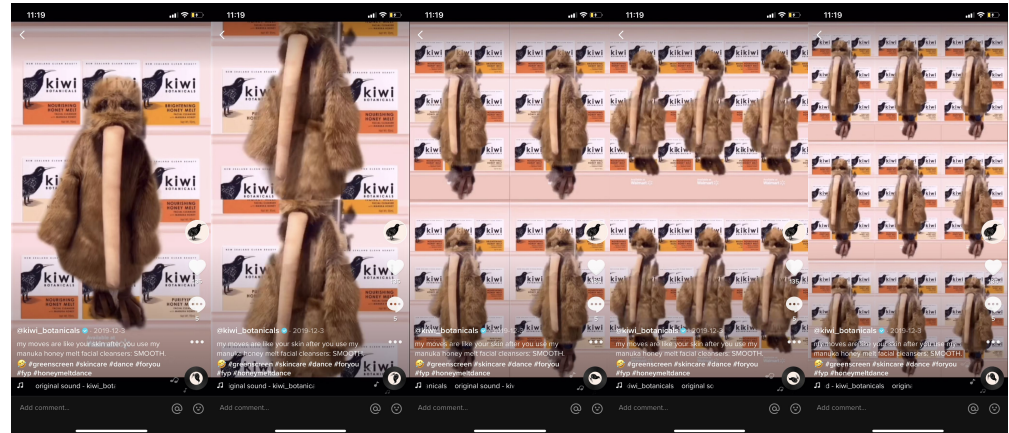


kiwibotanicals ✓
@kiwibotanicals

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 /  \  if there's one thing i know
 /  \  it's that you gotta have
 \  /  skintegrity ☆ ≡
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7:31 PM · 1/24/20 · [Twitter for iPhone](#)

4 Retweets 74 Likes



KIWI E-COMMERCE

Carrying the fun, quirky energy over to our web and email copy, while still educating consumers about our Manuka Honey goodness.

WE KNOW, WE KNOW X

website pop-ups are womp

But alas, here we are, poppin' up out of nowhere, asking for your email address so we can pop up in your inbox with news on all that's poppin' in the land of Kiwi Botanicals. We bee-lieve you'll be glad you subscribed!

full name

email address

By registering, I agree to receive emails from Kiwi Botanicals and other trusted P&G brands and programs. [Click to read P&G Terms and Conditions and Privacy Policy](#)

SUBMIT

kiwi
BOTANICALS

kia ora, friends!

Kiwi Botanicals is here to transform the skincare aisle AND your skincare routine. We melt, slime, goo, foam, pump, scoop, and dab. Most importantly, we're here to make your skin feel super smooth, super healthy, and super-duper good.

How do we do that you ask? Our Manuka Honey Melt Facial Cleansers and Moisturizers contain antioxidants, vitamins, minerals, amino acids, enzymes, and botanicals that have been used as a skin remedy in New Zealand for over 2,000 sweet, sweet years.

kiwi
BOTANICALS

contact us

we've got a flock of lil' kiwi birds standing by, ready to answer all your skincare questions.


[FAQ](#) [Email](#) [Call](#)

Give us a call.

9:00AM - 6:00PM EST Monday - Friday

Call Us
(888) 802-6325

Product Descriptions




nourishing honey melt facial cleanser with manuka honey

\$10.00 USD
★★★★☆ 4.6 (48) [write a review](#)
Go ahead...nourish yourself, honey.

quantity:
▼ 1 ▲


[ADD TO CART](#)



● ○ ○

[details](#) [instructions](#) [ingredients](#)

Our luscious formula with New Zealand-sourced Manuka honey will pollinate its goodness all over your skin. Your face is gonna feel well-fed and well-loved and well...good. It's gonna feel good.




brightening honey melt facial cleanser with manuka honey

\$10.00 USD
★★★★☆ 4.6 (54) [write a review](#)
Look on the bright side, honey.

quantity:
▼ 1 ▲

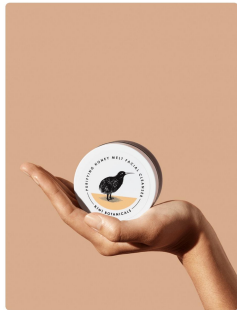
[ADD TO CART](#)



● ○ ○

[details](#) [instructions](#) [ingredients](#)

New Zealand-sourced Manuka honey and Totarol Extract revive dull looking skin to reveal your radiant glow. You're gonna make the fireflies jealous.




purifying honey melt facial cleanser with charcoal & manuka honey

\$10.00 USD
★★★★☆ 4.3 (38) [write a review](#)
Purified and feeling fine, honey.

quantity:
▼ 1 ▲

[ADD TO CART](#)



● ○ ○

[details](#) [instructions](#) [ingredients](#)

Charcoal and New Zealand-sourced Manuka honey tackle impurities to leave your skin feeling all the balanced and smooth vibes. It's the Kiwi that makes your skin say Ki-WHOA.

Email Copy

< Inbox Let's Get Glowing, Honey! 🍯 ^ >



Kia ora, you!



Thanks for joining in on the fun! We can't wait for you to get your hands on our sustainably-sourced Manuka honey facial cleansers and moisturizers. So take a deep breath - innnnn and outttttt - and escape with us to New Zealand from the comfort of your own bathroom.

SHOP KIWI



PETA approved
and proud of it!

Look for us in the clean beauty aisle at Walmart and online at [Walmart.com](https://www.walmart.com).

KEEP UP WITH KIWI



If you don't like our i!f letters, and we hope you do!...but if you don't - [unsubscribe](#)
Kiwi Botanicals One Procter & Gamble Plaza Cincinnati, OH 45202

< Inbox Your Skin On Kiwi ^ >

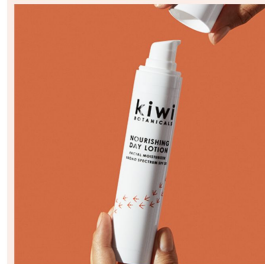


Manuka honey
for all!



CLEANSE

Pick one of our gooey foamy Manuka Honey Melt Cleansers:
Nourishing for all skin types.
Brightening with Totalol Tea Tree oil - great for acne-prone skin, or
Purifying with charcoal for a sweet daily detox.



MOISTURIZE

Our **Nourishing Day Lotion** with SPF 30 with Manuka honey, sea kelp, kiwifruit, and B3 absorbs quickly for balanced, firm, super hydrated skin.



TREAT

Complete your Kiwi Routine with our rich **Nourishing Night Cream** and petal-soft **Brightening Eye Cream** for smooth, healthy, honey-glow skin.

SHOP KIWI



PETA approved
and proud of it!

Look for us in the clean beauty aisle at Walmart and online at [Walmart.com](https://www.walmart.com).

KEEP UP WITH KIWI



Olay: Super Bowl LIV

COPYWRITER | VAYNERMEDIA

#MakeSpaceForWomen

FOR EVERY MENTION OF #MAKESPACEFORWOMEN,
OLAY WILL DONATE \$1 TO GIRLS WHO CODE

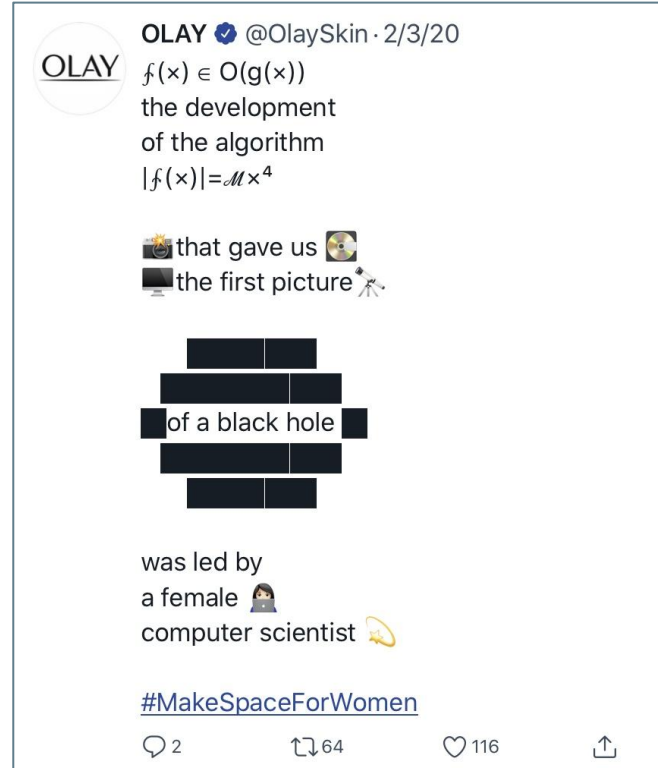
 Tweet #MakeSpaceForWomen



OLAY | 
OFFICIAL SPONSOR

Olay: Super Bowl LIV

- For Super Bowl LIV, Olay's TV spot supported the hashtag campaign #MakeSpaceForWomen, with the goal of raising \$500k for Girls Who Code
- MY TASK: to create ~25 text-only tweets that celebrate women in STEM while utilizing the space available to us on Twitter in eye-catching and innovative ways.
- Each RT = \$1 to Girls Who Code



CODE (each tweet spells “make space for women”)

OLAY @OlaySkin · 1/23/20

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[#morse](#)
[#iykyk](#)
[#MakeSpaceForWomen](#)

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OLAY @OlaySkin · 1/23/20

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[#binary](#)
[#iykyk](#)
[#MakeSpaceForWomen](#)

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OLAY @OlaySkin · 1/23/20

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[#ascii](#)
[#iykyk](#)
[#MakeSpaceForWomen](#)

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OLAY @OlaySkin · 1/23/20

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[#hexadecimal](#)
[#iykyk](#)
[#MakeSpaceForWomen](#)

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OLAY @OlaySkin · 1/23/20

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[#octal](#)
[#iykyk](#)
[#MakeSpaceForWomen](#)

🗨️ 2 🔄 6 ❤️ 12 📌

TAKING UP ALL THE SPACE

OLAY

OLAY  @OlaySkin · 1/22/20
retweet to [#MakeSpaceForWomen](#)



 499

 1,086

 2,763



Collective Impact

CREATIVE CONSULTANT

Collective Impact: Election 2020

DLCC Fundraising / Supreme Court Confirmation

- Progressive non-profit partnering with a network of over 600 influencer and celebrity partners with large followings on Twitter and Instagram
- Create weekly organic Twitter & Instagram campaigns to raise funds and spread awareness
- MY TASK: write copy for a tweet-tree campaign that leverages the confirmation of Supreme Court Justice Amy Coney Barrett to raise funds for down-ballot progressive candidates
- RESULTS: the largest single day of fundraising in the history of the DLCC, earned media in the LA Times and other major news outlets

The image shows a screenshot of a news article from the Los Angeles Times and a corresponding Twitter thread. The article, titled "Hollywood condemns Amy Coney Barrett confirmation: '6-3 doesn't represent me'", features a photo of Amy Coney Barrett speaking at a confirmation hearing. The author is identified as Christi Carras, a staff writer. The article is dated October 27, 2020, at 9:06 AM PT. The Twitter thread, posted by Julia Louis-Dreyfus (@OfficialJLD) at 7:31 PM on October 26, 2020, contains the text: "6-3 doesn't represent me. Flip states blue, stop the GOP." It includes links to donate at FlipTheStates.com/Donate and volunteer at FlipTheStates.com/Volunteer. A reply from Beanie Feldstein (@BeanieFeldstein) repeats the message and includes similar links. The tweet has received 9.4K likes and 294 replies.

Los Angeles Times

ENTERTAINMENT & ARTS

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LOG IN

Hollywood condemns Amy Coney Barrett confirmation: '6-3 doesn't represent me'

SUBSCRIBERS ARE READING

Amy Coney Barrett speaks at a confirmation hearing before the Senate Coram / Pool via Associated Press

By CHRISTI CARRAS | STAFF WRITER

OCT. 27, 2020 9:06 AM PT

Julia Louis-Dreyfus @OfficialJLD

6-3 doesn't represent me.
Flip states blue, stop the GOP.

Donate: FlipTheStates.com/Donate
Volunteer: FlipTheStates.com/Volunteer

Beanie Feldstein @BeanieFeldstein

6-3 doesn't represent me.
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Volunteer: FlipTheStates.com/Volunteer
Donate: FlipTheStates.com/Donate

twitter.com/albinokid/stat...

7:31 PM · Oct 26, 2020

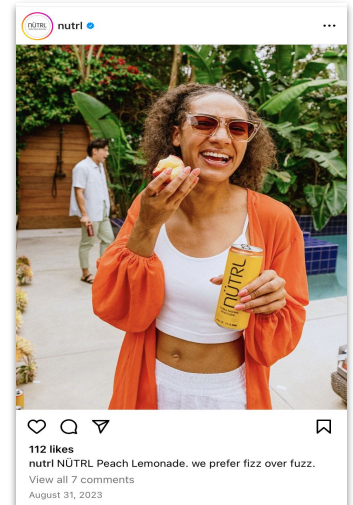
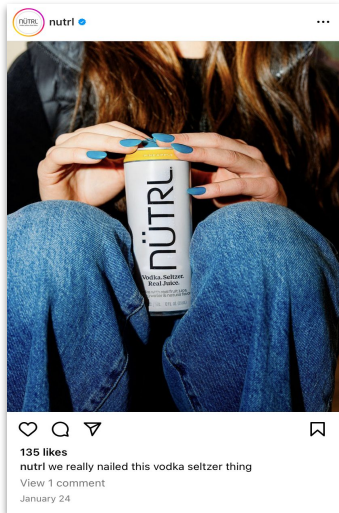
9.4K 294 Copy link to Tweet

NÜTRL

FREELANCE COPYWRITER, ANHEUSER-BUSCH

Anheuser-Busch NÜTRL Hard Seltzer Instagram Copy

- Contribute multiple copy options for images selected by in-house marketing team



My Big Big Stuff

WHAT A JOKE

A National Comedy Fest Supporting the ACLU

Because seriously, what a joke.

Co-founder

Roles:

- Fest concept
- Fest name & tagline
- Logo concept
- Web design & content
- Email marketing
- NYC show production
- Press interviews
- Performing at and hosting NYC shows



Problem: The shock of the 2016 election created an emotional need to take positive action. Fest co-founder, Emily Winter, suggested we produce a fundraising show in NYC.

The Bigger Picture: My Facebook feed was filled with comedians in other cities also grasping for ways to take action.

Instead of one local show, what if we partner with comedians across the country - a coordinated weekend of comedy, nationwide, to support the ACLU?

WHAT A JOKE

A National Comedy Fest Supporting the ACLU

Because seriously, what a joke.

Co-founder

Results:

- Announced fest with 21 cities on board
- Word spread on social media: fest grew to **88 shows in 34 cities**, including Oxford, England, over Inauguration Day weekend
- Demand for hats as merch arose from logo design
- Unity, connection, support, and relief
- Raised **over 50K** for the ACLU

Email blasts

Tickets / interviews / How to get that sweet "WHAT A JOKE" hat. [View this email in your browser](#)



A United Front of "F*ck This."

Over 500 performers, 85 shows, 34 cities, and YOU.

Thursday, January 19th through Saturday, January 21st, we're covering the country (and Oxford, England) in comedy to raise money

NEW YORK CITY	ALABAMA	FLAIDA
ALTON	BALTIMORE	BOSTON
CHICAGO	CINCINNATI	DENVER
DES MOINES	DURHAM, NC	HOUSTON
INDIANAPOLIS	INDIANAPOLIS	JACKSON, MS
LOS ANGELES	MADISON	MEMPHIS
MIAMI	MINNEAPOLIS	MINNEAPOLIS

Press links

[Splitsider / Vulture](#)

[The AV Club](#)

[Phoenix New Times](#)

[Christian Science Monitor](#)

Hats



What a Joke: A National Comedy Festival

Posted by Jenn Welch

December 23, 2016 · 🌐

You asked for it, you've got it. The "What a Joke" red baseball cap is officially for sale on our site. \$30 plus shipping / tax. Ten percent of the profits from the hats will be donated to the **ACLU Nationwide**, supplementing the money we raise via ticket sales, donations, and silent auctions at over fifty live comedy shows happening across the country on Inauguration Day Weekend. The remaining profits will be used to support What a Joke: A National Comedy Fest Supporting the ACLU. Buying a hat is a great way to

help us help you help the ACLU!

Buy your "WHAT A JOKE" cap here:
<http://bit.ly/2hahqGY>



👍❤️😄 71

2 Comments 🗨️

@deaddadtinder

“It’s been two weeks since my dad died and I’m still single!”

Creator

— — —

Platforms

Instagram

Tumblr



Problem:

My dad died.

I was very single.

You can't go on Tinder while you're grieving.

Or can you?

The Bigger Picture:

I'm not the first person to navigate dating while grieving.

If I find a way to laugh at my situation, can I help other people find humor in theirs?

@deaddadtinder

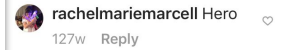
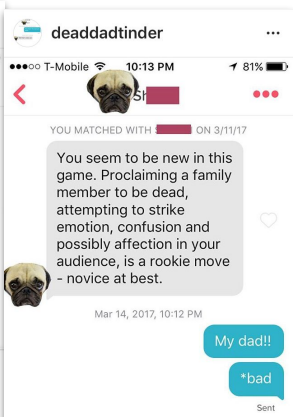
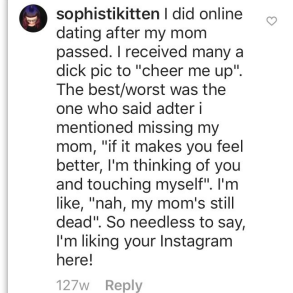
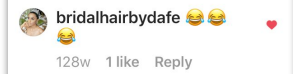
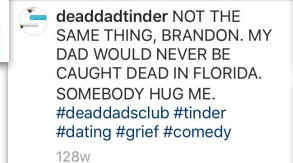
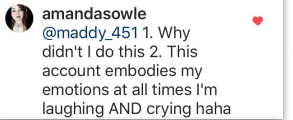
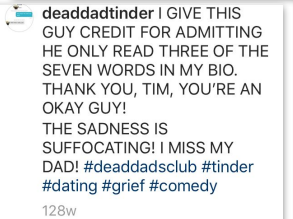
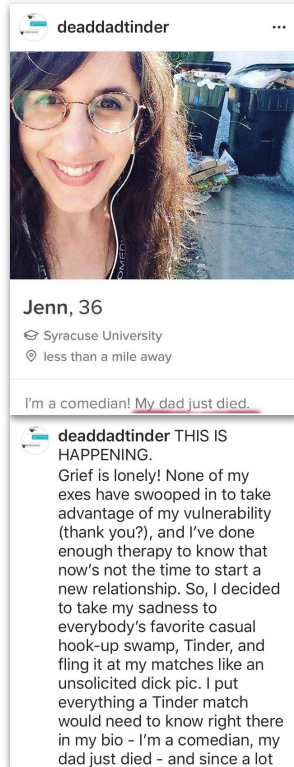
"It's been two weeks since my dad died and I'm still single!"

The Solution:

- Add "My dad just died" to my Tinder bio
- Tell all my Tinder matches my dad just died
- Post convo screenshots to Instagram and Tumblr

The Results:

- Account went viral within two posts
- International Press
- Amazing comments from people who get it



Press:

[Washington Post](#)
[Cosmopolitan](#)
[Refinery29](#)

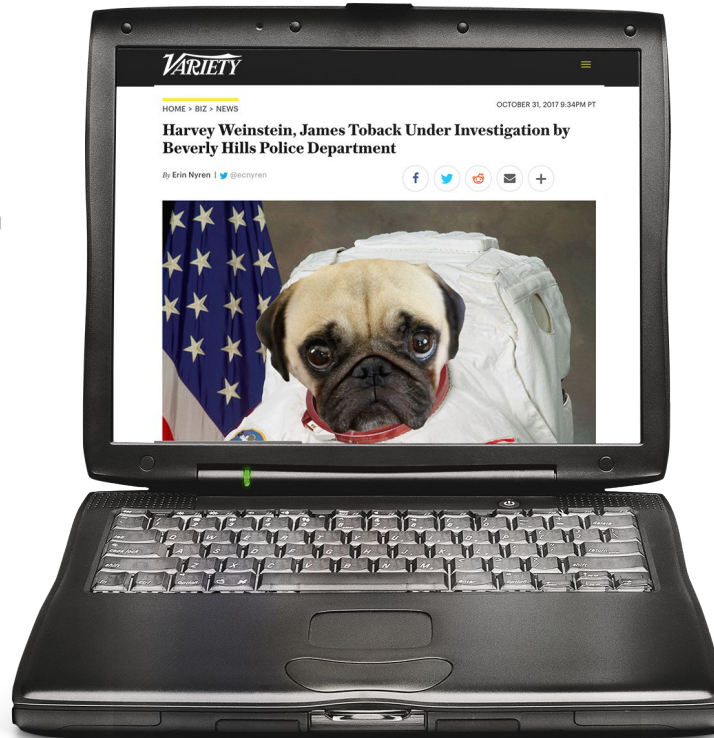


#SpacePugSafeSpace

Calming Pugs in Outer Space
Creator

Platforms

Google Chrome Extension



Problem:

The first days of the #MeToo movement were amazing and empowering, but I couldn't go on the internet without seeing an image of a sexual predator. You can choose not to read an article when you need a break, but you can't avoid thumbnail images.

The Bigger Picture:

Survivors of sexual assault are the largest population of people with PTSD. Constant exposure to PTSD triggers is incredibly damaging to mental and physical health.

What can I do to add some silliness to this whole awful news cycle so that the Internet is less triggering to myself and other survivors?

#SpacePugSafeSpace

Calming Pugs in Outer Space
Creator

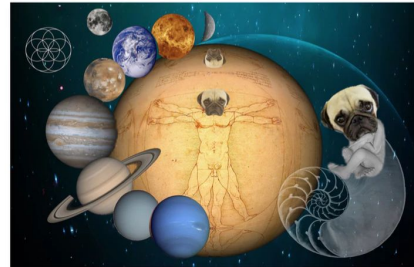
The Solution

Used computer-nerd skills to write a Google Chrome Extension that replaces images of sexual predators with silly images I made of my pug in Outer Space.



Weinstein's 30-year pattern of abuse in Hollywood.

By [Monica Hesse](#) and [Dan Zak](#) October 14



The Results:

- Shared a link to the extension on my Facebook and Twitter
- Immediately was contacted for an interview by a writer from [The Daily Dot](#)
- One day later #SpacePugSafeSpace was written up in [Bustle](#), [Hello Giggles](#), [Yahoo!](#), and more.



dawn kalani cowle Modified Nov 10, 2017 ★★★★★

this makes reading the news just slightly less sad.

Was this review helpful? Yes No [Reply](#) | [Mark as spam or abuse](#)

Animal Crossing Remakes

Shot-by-shot recreations of my favorite videos

Creator

— — —

Platforms

YouTube

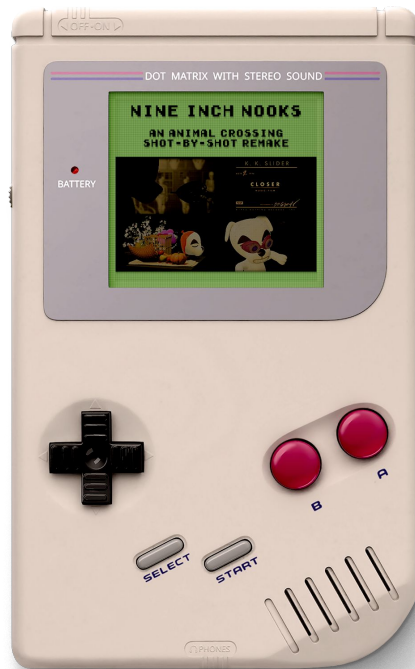
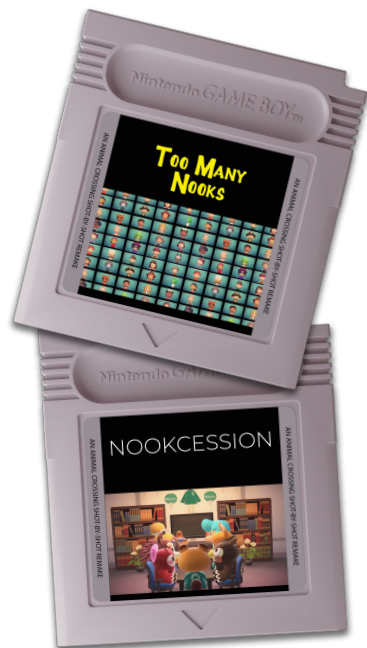
Tools

Nintendo Switch

Nintendo 3DS

Premiere Pro

Various iOS apps



Problem:

I had way too much free time.

The Bigger Picture:

Like, wayyy too much free time.

What's a girl with decent content-creation skills and an Animal Crossing addiction supposed to do with all this free time?

Animal Crossing Remakes

Shot-by-shot recreations of my favorite videos

Creator



The Solution

I turned Animal Crossing: New Horizons to my own personal studio lot, complete with green screen facilities.

(Too Many Nooks / Nine Inch Nooks / Nookcession)

I found fandom-created audio files of character voices and game sounds that I could use as midi instruments in GarageBand to create ACNH versions of the original videos' music.

(Nine Inch Nooks / Nookcession)

I used the Augmented Reality camera on my Nintendo 3DS to film “retired” character models from previous Animal Crossing games against backdrops built on my Nintendo Switch to add a bit of analog authenticity to the “home video” footage.

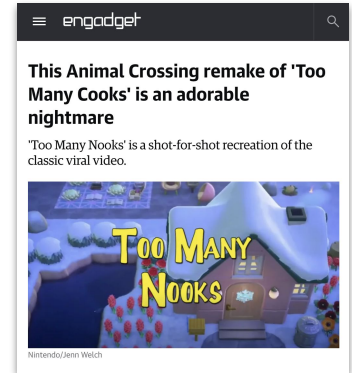
(Nookcession)

In other words, I kept myself very busy.



The Results:

- Posted videos to my YouTube channel, shared on socials and Reddit.
- My “Too Many Nooks” and “Nine Inch Nooks” videos were written up in [Paste Magazine](#), [Engadget](#), [Game Informer](#), and more.
- Over 70k views on YouTube



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www.jennwelch.com

socials: @jennwelchnow

