

# JENNIFER BASCOM

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## ABOUT

Creative Consultant. Immersive Experience Director. Optimist!

I create experiences that empower people to engage in collaborative play and connect to their imagination through story, live theater, and immersive environments.

I am a themed entertainment professional with 25 years of experience in innovative storytelling through live performance. As a director, writer, and improvisational theater consultant, I bring a broad knowledge of immersive and interactive experiences. I love directing live experiences, coaching actors in unscripted theater, and creating powerfully playful guest interactions. I delight in collaboration and solving problems. My hope is that the immersive designs I write and direct can inspire, delight, and inform.

## SELECTED EXPERIENCE

### **Immersive Experience Show Director & Writer**

Star Wars Galactic Starcruiser, Winner: THEA Brand Experience 2022

November 2021 - Present

Director on the inaugural creative team. Wrote scripts, treatments, and created offerings for holidays and media events. Developed story, staging, characters, and intersecting plot lines. Lead trainings with the operations teams to engage in story and partner with entertainment in a first-of-its-kind two-day immersive world. Provided in the moment story direction to accommodate guest-to-actor play-dynamics that aligned with existing narrative and technology.

### **Show Director of Immersive Performance, Tricks-and-Treats**

Cedar Fair Entertainment Company

California's Great America, 3 months

A member on the creative development team that launched this large-scale, sweet and spooky, fun-filled immersive experience. Taught immersive acting technique, developed scripts, and directed scripted and unscripted experiences.

### **Immersive Show Director & Writer, WinterFest**

Cedar Fair Entertainment Company

California's Great America, Present

Show director for a park-wide immersive holiday event. Created intersecting storylines, characters, and new scripts. Worked with the GMs to develop and implement a program that trained associates to be more performative and

engaged in the overall stories which offered guests fuller immersion; teams included Attractions, Ticketing, and Activations.

### **Immersive Actor/ Narrative Director**

Legends of Frontierland, Disneyland  
Anaheim, CA - 2014, 8 months

Utilized immersive tools to engage, invite, and connect with guests in this site-specific experience. Directed cast in stories, daily, to accommodate guests' play patterns. Made in-the-moment decisions on overall narrative, character relationships, and tasks and quests for audience.

### **Improv Skills Coach**

SHS Actor Workshop for Disney Television Discovers Talent Showcase  
Los Angeles, CA 2018-2022, 4 years

Ran improv and character development technique workshops in this bi-annual, talent development program for Disney television actors.

### **Video Game Writer**

Tic Toc Games & NBCU Literary  
Los Angeles, CA - 2019-2020, 1 year 3 months

Built the world, characters, and scripts for an original-content, interactive video game. Created a variety of storylines based on game player choices.

### **Improv Show Director, Director of Education**

ComedySportzLA  
Los Angeles, CA - 2008-2020, 12 years

Director for LA's longest running improv show! Conducted rehearsals and workshops. Created improv curriculum for a five-level education program. Instructed corporate team-building workshops for hundreds of companies.

### **Writer/ Immersive Theater & Sketch Actor**

Second City Original Cast  
Norwegian Cruise Lines — 2009-2010, 1 year 8 months

Actor, improviser, and contributing writer in an interactive murder mystery experience for guests with interconnected and simultaneous storylines.

### **Immersive Theater Playwright and Director, *The Curiosity Tales***

Lineage Theater Company  
Pasadena, CA - 2020 - Present (pre-production), 1 year

Created a multi-room, immersive theater piece combining acting, dance, video, and experiential guest play, designed to encourage curiosity.

### **Immersive Theater Playwright, WBOO Interactive Radio**

Big Dog Plays Publishing Co.

Various Productions, U.S., 2018-Present

Wrote a playful, interactive live radio-show. Audiences can simultaneously experience it by watching and participating in a theater as well as listening via live radio broadcast in immersive, site-specific environments.

### **Immersive Performer, Confidential Projects**

The Bezark Company

Los Angeles, CA - 2019, 6 months

Developed and performed characters in large and small-scale immersive experiences and playtests. Roles required the integration of live performance, analog illusion techniques, and cutting-edge technology.

### **Improv Actor/ Consultant**

Walt Disney Imagineering

Los Angeles, CA - 2012-Present

Consulted on a variety of immersive and interactive experiences and play tests for park entertainment, consumer products, and special events.

### **Story Writer**

Verite Entertainment, Award Winning Web-series, *RelationFix*

Los Angeles, CA 2017-2019, 2 seasons

Wrote storylines, scripts, and improvised in this Telly-Award winning show.

### **Unscripted Theater and Immersive Actor**

Walt Disney World, Disneyland

Orlando, FL, Anaheim, CA - 1996 - 2020, 24 years

Performed in a wide range of immersive and unscripted shows including Disney's Comedy Warehouse, The Adventurer's Club, Laughing Stock Co. (orig. actor for Miss Rose character), Citizens of Buena Vista Street, EPCOT's World Showcase Players (orig. cast/ script collaborator on *All's Well that Ends Quickly*), Playhouse Disney scripts (scratch track actor, collaborator).

### **(Selected) Freelance Consultant Work**

- Improv Ambassador and Host, Doha International Film Festival in Qatar, *2010-11, 2 festivals.*
- Instructor for DaVita Healthcare Workshops focused on using improv as a tool for communication and innovation, *2010-Present, 12 years.*
- Immersive shopping experience creator and presenter for Coty, Inc. *2018-2019, 1 year.*
- Speaker at TEDx Santa Barbara 2018. Invited to speak about the positive effects of improv on the brain.

## **EDUCATION**

University of Rhode Island, Kingston, RI - B.F.A, Concentration in Acting

## **SKILLS**

Unscripted theater, immersive and interactive technique, script-writing, directing, musical improv, Meisner, improv coaching (long form, short form, and genre specific), collaboration, spreadsheets, contagious positive spirit, and the ability to “yes and” any situation to move it forward.