

# WILLA BARNETT

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## EDUCATION

Northwestern University

2017-2022 | BA in Computer Science  
| BS in Theatre

## FILM PRODUCTION

2023 | **Making Friends (Short Film)**  
*Writer, Actor*

2022 | **The Virgin (Short Film)**  
*Producer*

Managed scheduling for actors and production. In charge of day to day budgeting for meals, transportation, and equipment.

## WORK EXPERIENCE

2023- **Hello SciCom**  
*Creative Lead, Writer*

- Lead creative strategy and content development for clients including Honda, Cloudflare, Alethea AI, and Twilio.
- Consult on science communication and public engagement through narrative storytelling, humor, and digital content.
- Co-produced live and virtual events that merged science and comedy, including AI-enhanced psychedelic storytelling experiences.
- Created scripts and visuals for video explainers, internal campaigns, and social-first educational content.
- Wrote and edited branded copy that translated complex STEM concepts for general audiences.

2023- **Glow Beauty Fuel**  
*Web Operations Manager*

- Acts as primary point of contact for customer support and issue resolution.
- Maintains website operations, coordinates product drops, and integrates customer feedback into site updates.
- Leads communication across social channels and ensures product messaging aligned with brand tone.

## PROJECTS AND RECOGNITIONS

2022- **Ongoing | Skip Skip (Comedy Group)**  
*Co-Creator, Writer, Director, Performer*

- Created, directed, and performed in bi-weekly sketches amassing millions of views across TikTok and Instagram
- Live performances across NYC at venues like Brooklyn Comedy Collective and The PIT
- Collaborated on a web series, All Four One, set to be filmed May, 2025

2023 **AI Improv Show at The Annoyance**  
*Programmer*

- Collaborated with Northwestern Computer Science Professor Kristian Hammond to build an improv show which incorporated ChatGPT as an active participant

2022 **CROWDPLEASER**  
*Artistic Collaborator*

- Designed interactive projections through Isadora and used generative AI art to create unique, stimulating displays

2019 **College Television Awards**  
*Winner for Variety Show*

- Directed, performed in, and wrote a sketch segment that was recognized by the Television Academy

**SKILLS** Microsoft Office, HTML/CSS, Python, C++, Video Editing (Adobe Premiere, After Effects), Storytelling, Event Production, Social Media Strategy