

MUTAUROWA MAPONDERA Brooklyn, New York
A writer that explores intimacy with analogue tools and emerging technologies.

CONTACT:

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RECENT EXPERIENCE:

Amazon, Brand Innovation Lab

*L5 Copywriter
New York, New York, USA
March 2024 - Present*

Full time writer on the Brand Innovation Lab team, focusing on product sales for brands available on Amazon.com. Highlights include branded partnership campaigns for Digiorno, Doritos and Liquid IV, with each one bringing in over \$2M in revenue for the organization. In 2026, launched a partnership between Jack Link's X Mr. Beast Beast Games Season 2 creating a \$718% increase in investment from Jack Link's client.

Freelance Creative, Photographer, Filmmaker

*Brooklyn, New York, USA
May 2019 - Present*

Freelance advertising creative work for Meta, Elephant, XFINITY including concepts for Meta's Black History Month 2021 campaign and XFINITY's 2021 Olympics initiatives. Freelance photography work for events like Flex Fight Series, and Armoured Combat League. Feature and short film writing and development in partnership with Black Public Media and Level Forward. Wrote and Directed *Dealbreaker*, an independent short film making its festival debut in 2026.

Meta, Creative X

*Copywriter
Brooklyn, New York, USA
November 2020 - February 2023*

Writing at Meta for several brands within the family of apps including Facebook and Messenger. Launched Messenger's first brand campaign, the award-winning "That Close." Lead a redesign of the official Facebook blog, to launch the Community Chats product through an editorial shot by photographer Andre Perry. Wrote strategic messaging for the launch of Community Chats feature as well as the launch of messaging in the Metaverse. Concepted and pitched ideas for the future of marketing in product for Facebook and Instagram apps. Wrote social media copy for global accounts.

Google Creative Lab

*Creative
New York, New York, USA
January 2018 - May 2019*

Creative lead on *Body, Movement, Language*, an AI experiment that I pitched internally to showcase the creative possibilities of the PoseNet machine learning library. Lead a small team creating a suite of ai-based movement experiments in collaboration with the legendary Bill T. Jones.

OTHER EXPERIENCE:

AKQA

*Project Manager, Nike
New York, New York, USA
June 2016 - December 2017*

*Wieden+Kennedy
Interactive Produce
New York, New York, USA
March 2013 - May 2016*

*ASICS Europe BV
Digital Marketing Coordinator
Hoofddorp, Netherlands
May 2010 - March 2013*

*pLot Multimedia Developers
Producer
New York, New York, USA
June 2008 - May 2010*

EDUCATION:

*UNIVERSITY OF NORTH CAROLINA at CHAPEL HILL
Bachelor of Arts, International Studies
Chapel Hill, North Carolina, USA
2004-2007*

*UNIVERSITY OF HAVANA
Intenational Relations
Havana, Cuba
2007*

CERTIFICATIONS:

*SCREENCRAFT
Screenwriting Fellowship
Los Angeles, California, USA
Winner, 2025*

*ACADEMY OF MOTION PICTURE ARTS AND SCIENCES
Nicholl Fellowships in Screenwriting
Los Angeles, California, USA
Semifinalist, 2024*

*ONE SCHOOL
Intensive, Advertising
Brooklyn, New York, USA
2020*

*SUNDANCE COLLAB
Directing Actors
Park City, Utah, USA
2025*

*SACKETT ST. WRITERS
Workshop, Creative Non-Fiction
Brooklyn, New York, USA
2017*

*GENERAL ASSEMBLY
Certification, Product Development
New York, New York, USA
2014*