

MEET *april*

*the writer/director turning branded content into prestige television



Known for making grown-ups cry over people she made up

Professional fanbase builder

Specializes in plot twists designed to be dissected by the group chat

Comes from the writers' room where keeping 'em coming back is our bread and butter

Writes dialogue people quote in their Instagram bios

Has a PhD in turning casual viewers into "just one more episode" people

THE RECEIPTS

SURVIVAL OF THE THICKEST • NETFLIX
WRITER/CO-EXECUTIVE PRODUCER

LOOT • APPLE TV+
WRITER/SUPERVISING PRODUCER

BROOKLYN NINE-NINE • NBC
WRITER/EXECUTIVE STORY EDITOR

I would never in a million years have been able to pitch something that specific and funny. I needed her perspective.
— Matt Hubbard, Creator of Loot (Apple TV+)
via Vulture

APRILKORTOQUIOH.COM/ BRANDS

Your brand already has the hard part: a distinct identity, a POV, an aesthetic that's unmistakably yours. All that's missing is a story your audience can sink their teeth into and a protagonist they can root for.

That's where I come in.

Working with your team, I take what your fans already love about you and build it into a vertical series that will turn your casual scrollers into a dedicated fanbase that tunes in daily.

The result? A series customized for your audiences' tastes that feels less like a commercial and more like their new favorite show.

SAMPLE CONCEPT



LOGLINE

When a group of best friends are all unceremoniously laid off on the same day, they make a pact to rebuild their entire lives in three weeks flat, complete with new jobs, new tax bracket, and brand-new love lives. But with mounting bills, a group chat full of questionable advice, and two of them quietly falling for the same guy, three weeks turns out to be just enough time to test their friendship, blow up their plans, and change the trajectory of their lives forever.

FORMAT

A 21-episode season of 90-second episodes, shot vertically and custom designed for your audience's FYP.

THE RECIPE

- ♥ Characters They Care About
- ♥ Products They Love Appear in The World Organically
- ♥ Storylines They Relate To
- ♥ Juicy Cliffhangers = Viewer Retention
- ♥ Witty, Never-Cringe Dialogue Written by a Pro Comedy Writer

READY TO PRESS PLAY?



+30%

jewelry brand *Alexis Bittar* grew sales in 2024 as its vertical series *The Bittaverse* took off

228%

Argos's vertical mockumentary series *Arghaus* drove a major jump in their engagement

8M+

and counting organic views on *Bilt's* original vertical series *Roomies*

CREATIVE SESSION

THE TEASER



- ♥ 90 Minute Creative Session
A live writers' room where we explore what your series could look like and why it would work.
- ♥ Audience Analysis
We identify who's watching, where they watch, and what will bring them back for the next episode.
- ♥ Brand Integration Blueprint
We define how your brand identity fits naturally into the world of the show

\$1,500

fee credited towards pilot writing services should you move forward with a series

FULL SERIES DEVELOPMENT

THE SERIES



- ♥ Series Bible + Character Breakdown
Solidifying the world, the characters, and the overall direction of the series
- ♥ Scripts + Preproduction
Writing the pilot scripts, incorporating your team's feedback, casting the show, and prepping for production
- ♥ Full Season Groundwork
Laying the groundwork for the rest of the season → shooting and delivering the pilot episodes and plotting out the overall narrative arc of the entire story

CUSTOM

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