

ME

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Creative Director, Copywriter

MULTICHANNEL CREATIVE CAMPAIGNS | SENIOR LEADERSHIP PARTNER | BUILDING HIGH-PERFORMANCE CREATIVE TEAMS

10+ years of experience leading, coaching, and directing creative teams of copywriters, designers, art directors, editors, animators, motion designers, and more to deliver exceptional multichannel creative for B2B and B2C brands of all sizes.

- Owned and drove creative content business unit revenue through partnerships with key account teams and leaders across a broad roster of technology and finance brands.
 - ✓ Grew revenue for the business unit 70%+ YoY.
 - ✓ Exceeded the 2021 business unit revenue target by 20%.

Seasoned creative director, copywriter, and agency leader with over a decade of experience hiring, leading, and growing creative teams to partner with the world's best brands, from startups to the Fortune 500, NGOs to world governments, seeking to grow, mentor, and direct interdisciplinary creative teams to craft human-centered content in support of building resilient relationships between brands and consumers.

Clients: Starbucks | Microsoft | Xbox | Amazon | BMW | Nike | ABInBev | Charles Schwab | Google | Coca Cola | Cummins | Netflix | Citi | Sephora | JPMorgan Chase | Johnson & Johnson | AstraZeneca | The Bill & Melinda Gates Foundation | UNDP | Volvo | Freeman | Visa

EXPERIENCE

Creative Director | COMPANY 1 | Location | 01/2021 – Present

Manages and leads a team of copywriters, visual designers, art directors, associate creative directors, and animators, directing B2B and B2C creative engagements for Fortune 500 brands and contributing to agency-wide integration efforts as part of a divisional leadership team.

- Cultivated new creative service offerings and strengthened key account relationships to increase average deal size.
 - ✓ Increased project budgets by 600%+ by strengthening agency relationships with key accounts in the technology and healthcare verticals.
- Charged with hiring and managing an interdisciplinary team of copywriters, art directors, visual designers, animators, and video producers to establish a creative content discipline for the business.
 - ✓ Increased headcount by 20% and organically grew the team as [company's] creative content studio, the agency's go-to source of expertise for creative content and visual design.
- Partnered with teams spanning brand strategy, research, psychology, CX, innovation, loyalty, and more to create and operationalize a branded design system for [company's] proprietary brand health assessment framework called the [model name] and presented the model to the CEO, board, and private equity backers.
 - ✓ The branded design system was enthusiastically adopted, and brand teams actively sell this framework to our Fortune 500 clientele.

Principal Creative Director | COMPANY 2 | Location | 04/2012 – 01/2021

Directed the integration of a 30-person legacy agency, alongside ten other agencies, in the formation of [company], a \$500M global digital transformation and CX innovation agency.

- Led change management efforts post-acquisition to integrate the agency and key service offerings alongside senior management.
 - ✓ Helped unite 1,500 employees across 11 cities and three countries by identifying opportunities for partnership on large, integrated accounts and leading teams to deliver exceptional creativity while commanding a pricing premium.
- Drove the business unit's revenue through partnerships with other account teams and leaders across our collection of agencies.
 - ✓ Grew revenue for the business unit 70%+ YoY.
 - ✓ Exceeded the 2021 business unit revenue target by 20%.
- Prioritized legacy employee engagement during the merger, cultivating a sense of "home-team pride" through team-building events, outings, and work share-outs.

- ✓ Lost only one member of my 15-person creative team during [company] integration.

Creative Director

Operationalized the agency's full suite of creative offerings while spearheading the development of new capabilities.

- Partnered with CEO to cultivate a refreshed agency POV on visual communications and creative content production, supporting highly successful thought leadership initiatives and content marketing engagements.
 - ✓ Increased the average inbound lead volume to 8+ new high-quality leads per week.
- Vetted potential brokers, met with prospective buyers, audited eight years of financials, and supported negotiations for the sale of the business.
 - ✓ Efforts contributed to a significant valuation on EBITDA.
- Recruited, onboarded, and coached new employees and provided direction to the agency's entire creative team to increase efficiency while improving the overall quality of creative output.
 - ✓ The team achieved a 20% reduction in the average hours spent per project and an increase in average employee tenure to 6 years—compared to the industry-average six months.

Digital Producer & Motion Graphics Director

Directed designers, animators, voiceover talent, sound designers, and composers—both in-house and freelance / contractors—and facilitated operational initiatives for new business development and growth work streams.

- Created, launched, and operationalized the agency's motion graphics design offering.
 - ✓ The motion graphics service offering accounted for 50% of agency revenue.
 - ✓ The agency's revenue doubled within two years.
- Standardized new business development frameworks, cultivated relationships with outsourced designers, animators, voiceover talent, sound designers, and composers, and refined processes and operations.
 - ✓ Produced, directed, and wrote 40+ video projects per year.

Digital Producer | COMPANY 3 | Location |

01/2011 – 04/2012

Developed key messaging strategies and supported clients and production teams through all production phases, from concept development to execution and post-production.

- Supported developmental script edits and production for [short film]
 - ✓ [Short film] was accepted to the SXSW 2012 Film Festival.
- Supported developmental script edits, prop fabrication, and production for [second short film]
 - ✓ [Second short film] was accepted to the SXSW 2014 Film Festival and later developed into a feature film.

EDUCATION & ENGAGEMENTS

Bachelor of Arts (BA) | English Literature and Creative Writing, Honors | [College]

Guest Lecturer | Brand Design | [Location] | 2021

Guest Lecturer | Ad Agency Creative Excellence | [Location] | 2019

ADDITIONAL EXPERIENCE

MEMBER OF THE BOARD OF ADVISORS | Location |

07/2020 – Present

[College] Design Thinking Program

Provided ongoing strategic evaluation of course curriculum, meeting quarterly with other board members to provide feedback to program leads.

ADDITIONAL SKILLS

[added in based on job description]