

# Creative Director // Writer

## STRATEGIC THINKER. CONCEPTUAL RETHINKER.

10+ years' experience in connecting with audiences through memorable and purposeful creative solutions

Seeking a creative leadership role inside a progressive company

Passionate about meaningful communications, contributing to company culture and keeping creatives inspired

## PROFESSIONAL SKILLS

Leading Productive Brainstorms  
Distilling Complicated Info  
Collaborating with Large Teams  
Creative Mentorship  
Conversational Writing

## PERSONAL INTERESTS

Yoga & Wellness Trends  
LGBTQ Arts  
Experiential Exhibits  
Design & Photography  
International Travel  
Humorist & Celebrity Memoirs

## EDUCATION

The University of Texas at Austin  
Texas Creative Sequence // 2008

## Publicis Hawkeye

ASSOCIATE CREATIVE DIRECTOR // 2016 – PRESENT

*Capital One, Russell Reynolds Associates, Junior Achievement, Kool Aid*

- Oversee the concepting and promotion of large-scale experiential activations in partnership with Publicis Experiences while supervising three direct reports and the redesign of the Capital One Commercial website
- Lead creative efforts for the Dallas chapter of Égalité, a business resource group for LGBT professionals
- Managed the development of the first Capital One tech marketing brand guidelines and accompanying campaign, including two SXSW takeovers and creating Array, a custom-made festival of music, art and technology
- Rolled out Creativity Food, a program dedicated to feeding our team's need for inspiration and snacks
- Developed 50+ rapid-churn, SEO-driven content articles focusing on travel and financial topics, many of which became the top ranking on Google

SENIOR COPYWRITER // 2014 – 2016

*Terminix, Delta Dental, Jason's Deli, Peterbilt, 24-Hour Fitness*

- Spearheaded the direct and digital anti-insect writing duties on Terminix in a test-and-learn framework
- Co-created Jasonsdeli.com and the former iteration of PublicisHawkeye.com

## The Richards Group

BRAND CREATIVE // 2013 – 2014

*Memorial Hermann, Rain-X, Mitchell's Fish Market, French Market Coffee, Bright Starts*

- Rebranded the Memorial Hermann health system at latitude (tiny, boutique agency)
- Volunteered for traditional advertising assignments at The Richards Group (big, brand agency)

## The Integer Group

SENIOR COPYWRITER // 2013 – 2013

*7-Eleven, Slurpee, See's Candies*

- Developed award-winning digital content with a focus on millennials
- Won a Cannes Silver Lion for 7-Election

COPYWRITER // 2010 – 2012

*AT&T, The Illinois Lottery, Gallo Wines, Oroweat Bread, 7-Eleven, Nasher Sculpture Center*

- Adapted to wildly different brand voices on nearly every account in the agency

## Pier 1 Imports

COPYWRITER // 2009 – 2010

*Pier 1 Imports*

- Worked directly with the CMO and CEO to create intentionally quirky monthly campaigns focused on increasing store traffic

## TM Advertising

FREELANCE COPYWRITER // 2008 – 2009

*American Airlines, Texas Tourism, Superyellowpages.com*

- Began my career at the AOR for American Airlines, writing for some of the best mentors in the business