

kristinwoodward.me



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EXPERTISE

Creative Direction
Creative & Content Strategy
Copy & Content Development
Social Media Strategy & Content
Brand Development
Integrated Campaigns
Digital Retail Experiences
Mobile Apps & Tools
Video

EDUCATION

VCU BRANDCENTER
M.S. Communications/
Advertising Copywriting

ROLLINS COLLEGE
B.A. English Literature

KRISTIN WOODWARD

CREATIVE DIRECTOR | WRITER

ABOUT ME

I'm a senior-level creative leader, storyteller and strategic problem solver with deep digital roots and a passion for creating big, brand-building ideas that span touch points and push boundaries. For over 15 years, I've helped organizations develop marketing campaigns and experiences that connect, captivate and move brands forward.

EXPERIENCE

Yalo | Atlanta, Georgia

Executive Creative Director

02.16 to Present

Working at start-up pace as the lead creative at a growing full-service agency that develops a wide range of brand experiences, I currently split time between servicing our B2B and B2C clients, pitching new opportunities and marketing the agency.

- Ideate, oversee and produce concepts and content for print, digital, TV/ video, radio, outdoor, events and naming/branding that tell our clients' stories in fresh, compelling ways. Clients include Credigy, GE Digital, Goodyear, Hissho Sushi, M&T Bank and U.S. Air Force.
- Develop and execute agency promotions designed to increase awareness and drive growth — primarily content marketing, events and ABM campaigns.

LiquidHub (formerly THINK) | Atlanta, Georgia

Creative Director

11.13 to 02.16

Provided creative and strategic leadership for a team developing digital experiences (social, sites, campaigns and digital-to-physical/ environmental) for B2C clients in industries ranging from banking to retail to real estate.

- Led work that earned our real estate client 6 industry awards.
- Led pitches and re-invented agency pitch materials, including re-positioning for a brand transition following an acquisition.
- Clients included BBVA Compass, Edward Andrews Homes, Express, Orkin and Safe-Guard Products.

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AWARDS

Horizon Interactive Awards 2018
TAG Agency of the Year 2017
Horizon Interactive Awards 2016
Webby Awards 2008 & 2015
OBIE Awards 2015
W3 Awards 2014
IAC Awards 2009
Atlanta ADDYs 2008
AIMA Awards 2008
Richmond Show 2004 & 2005

EXTRACURRICULARS

Soaring Owls Foundation
Board Member | 2015 - Present

Creative Circus
Interactive Copy Instructor | 2009

Atlanta Ad Club
Membership Director | 2007 - 2008

Richmond Ad Club
President | 2004 & 2005

WORKMAGAZINE
MediaWorks Editor | 2005 - 2006

Razorfish | Atlanta, Georgia

Creative Director 10.11 to 09.13
Associate Creative Director 12.08 to 10.11
Senior Copywriter 02.07 to 12.08

Led and grew multiple teams creating a range of digital experiences for national and global clients. Highlights include:

- **AT&T** — Advertising, social media programs and digital retail experiences for multiple business units, including the launch of Digital Life and the Michigan Avenue flagship store with 100+ screens of digital content.
- **Burt's Bees** — Established online brand voice and carried through to eComm site, social presence and various launches and promotions.
- **National Center for Civil & Human Rights** — Video-rich pre-opening site capturing the stories of everyday heroes.
- Other clients included Carnival Cruise Lines, FedEx Kinkos and Southwest Airlines.

AKQA | Washington, D.C.

Senior Content Developer 07.06 to 01.07

Developed concepts and content for digital campaigns and websites for ESPN, The Global Fund and U.S. Postal Service.

The Martin Agency | Richmond, Virginia

Senior Interactive Copywriter 10.05 to 06.06
Interactive Copywriter 08.99 to 06.01

Developed concepts and content for digital campaigns, websites and email for Careerbuilder.com, Carfax, DASANI, Delta Faucet, FMC, GEICO, Gerber, Marriott, Olympus, TLC and UPS, as well as pitch work for BMW, Cruzan Rum, Discover and Office Depot.

freeRadical | Richmond, Virginia

word girl/partner 06.01 to 10.05

Helped found, run and service accounts of this digital marketing agency with clients including Harris Williams & Co., Luck Stone Corporation, National Geographic, National Folk Festival, Virginia Tobacco Settlement Foundation and Virginia Tourism.

American Association of Advertising Agencies | Washington, D.C.

Assistant Manager of Communication 06.98 to 07.99

Managed communications activities for the lobbying office of this national trade association. Wrote and supervised the production of communications programs and materials, including web content, brochures, newsletters and press releases.