

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 Concepts & Content

EDUCATION

VCU BRANDCENTER
M.S. Communications/
Advertising Copywriting

ROLLINS COLLEGE
B.A. English Literature

KRISTIN WOODWARD

CREATIVE & CONTENT DIRECTOR | WRITER

ABOUT ME

I'm an experienced creative leader, storyteller and strategic problem solver with deep digital roots and a passion for developing big, brand-building ideas that span touch points and push boundaries. I'm skilled at helping organizations develop messaging, marketing and customer experiences that connect, captivate and move business forward. I'd love to help provide the vision to write your next chapter.

EXPERIENCE

DRUM | Atlanta, Georgia

Executive Creative Director.

11.19 to 04.20

Agency closed due to COVID-19.

Led and mentored a copy and design team developing campaigns and content for social, email, direct mail and websites for clients including Atlanta Mission, Chubb, Nadex, Tractor Supply Company and Wounded Warrior Project.

Yalo | Atlanta, Georgia

Executive Creative Director

02.16 to 11.19

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

- Led the agency to be named the Technology Association of Georgia's Agency of the Year in 2017 and 2019.
- Delivered work that earned our Real Estate client six industry awards.
- Planned and produced agency communications designed to increase awareness and drive growth: blog posts, press releases, email campaigns, presentations and other content, as well as SXSW events.
- Developed agency voice and style guide.
- Ideated, oversaw and produced concepts and content for print, digital, TV/video, radio, outdoor, events and naming/branding that told our clients' stories in fresh, compelling ways. Clients: GE Digital, Goodyear, Hissho Sushi, Jackson EMC, M&T Bank, Star2Star Communications and U.S. Air Force.

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.

- Led work that earned our real estate client six industry awards.
- Led pitches and re-invented agency pitch materials, including re-positioning following an acquisition.
- Clients: BBVA Compass, EA Homes, Express, Orkin and Safe-Guard Products.

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AWARDS

TAG Agency of the Year 2019
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

EXTRA CREDIT

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, GEICO, Gerber, Marriott, Olympus 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 provide strategic direction for 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.