

Katie Moore

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CHIEF CREATIVE OFFICER | CREATIVE DIRECTOR

40 Under 40 | ABC Top Ten Rebrand | ABC Best Rebrand

Creative marketer and brand strategist with track record of collaborating across disciplines to create breakthrough campaigns that raise awareness, drive customer acquisition and retention, and engage target audiences with streaming and TV content. Scale processes that enable concept-to-execution brand building and deliver creative brand excellence in competitive marketplaces.

Build compelling new brands while transforming legacy brands to resonate with diverse audiences in modern, dynamic landscapes. Research market trends to identify and craft meaningful, value-added messages, cohesive design, and impactful digital assets. Leverage marketing analytics to inform development of target markets and integrated marketing campaigns.

“Katie is a valued partner and leader ... Her leadership during the rebrand ... far exceeded expectations ... Katie does not see limits or barriers ...” – Excerpts from Performance Evaluations

AREAS OF EXPERTISE

Campaign Planning & Management • Brand Strategy & Marketing • Creative Development & Direction • Integrated Marketing
Marketing Analytics • Forecasting & Budgeting • Communications & Media Programs • Video, Social & Design Production
Performance Marketing • SEO, SEM, Social & Email • Graphic Design • Creative Writing • Product Launch • Project Management

SNAPSHOT OF CAREER HIGHLIGHTS

- BREAKTHROUGH CAMPAIGNS** | Launched integrated multi-channel campaign that doubled ABC subscriber base in 1 year.
- DATA-DRIVEN DECISIONS** | Drove audience research to inform ABC's customer acquisition and retention strategy.
- BRAND SYNERGIES** | Rebranded ABC look and feel with cohesive brand hierarchy and design system.
- HIGH-PERFORMING TEAMS** | Built and empowered teams of top talent by creating accountable, innovative cultures.
- MULTI-PLATFORM GROWTH** | Led both streaming and TV content to achieve top rankings in all metrics including viewers.

PROFESSIONAL EXPERIENCE

ABC CORP | New York, NY

Apr 2007-Present

SENIOR VICE PRESIDENT, STRATEGY — INTEGRATED CREATIVE & MARKETING (Nov 2022-Present)

Advanced to strategic role leveraging all prior experience to identify, develop, and drive monetization opportunities. Lead integrated creative team of 9 senior leaders to orchestrate cross-company creative strategy and positioning for corporate communications, trade, and B2B marketing. Oversee B2C marketing for Distribution, Sponsorship, Franchise, and Digital Content Studio.

- **Ensure cohesive creative vision** for campaigns across all verticals, including consumer, press, and trade, **while driving sustainable revenue generation** by providing strategic direction for creative programming and marketing offerings.
- **Lead development of consumer-facing marketing campaigns** from strategy through execution and implementation, as well as GTM positioning for all trade-facing campaigns and creative rollouts for brand and programming priorities.

SENIOR VICE PRESIDENT — CREATIVE & CAMPAIGN MARKETING (Nov 2018-Nov 2022)

Directed marketing campaigns from concept through creation to implementation. Spearheaded development, production, and execution of brand strategy and positioning across multiple channels including on air, social, events, and print; ensure consistent brand voice and message across all campaign elements and touchpoints. Developed, mentored, and led cross-functional organization of 125+ professionals through team of 5 direct reports. Managed multimillion-dollar budget.

Oversaw data-driven marketing and Emmy / FYC creative campaigns across entire ABC Corporation. Drove continual asset optimization and real-time campaign improvements by partnering with research team to define target markets; crafting insight-driven marketing and creative strategies; and working with performance marketing to leverage data analytics to inform changes.

- **Collaborated with Programming, Creative Services, and PR groups** to launch multi-platform tentpole campaigns for programs, such as *title one*, *title two*, *title three*, and *title four*.

- **Expanded legacy business** from solely linear platform to **successful SaaS model** by building entirely new ecosystem and shifting mindsets to embrace multi-channel platform, requiring faster turnaround and research-driven work.
 - Mobilized dedicated team for initial launch as B2B2C model on Comcast and Amazon platforms before building out SaaS on ABC platform for true B2C channel.
- **Drove development of global marketing and brand strategy**, plus creative and marketing production for launch of ABC's first streaming service. As Brand Architect and Brand Guardian, designed logo, voice, and tone.
- **Doubled ABC subscriber base in one year** by acquiring, engaging, and retaining customers through audience research and targeted marketing via heavy cadence on social media, weekly CRM emails, and compelling asset creation.
- **Played key role in establishing ABC Content** – company's first in-house content studio – by building dedicated creative leadership team and directing creative development for all integrated marketing campaigns company-wide.
 - Worked with sales and integrated marketing teams to conceptualize, execute, and deliver award-winning co-branded initiatives that attracted clients and met business targets.
 - Clients included Diageo, Jeep, Geico, Burger King, Acura, Volkswagen, Google, and Target.
- **Elevated brand awareness, perception, and following** by crafting and leading execution of social media strategy to increase both followers and likes on Instagram and Facebook.
- **Created and produced standout, breakthrough campaigns** that garnered industry recognition despite budget constraints. Fostered outsized creative thinking across all team members and led smart media placements.
- **Navigated marketing department through unprecedented change** over last 5 years by mentoring and guiding team through multiple reorganizations and reductions in force, as well as pandemic-related transition to remote workplace.
 - Delivered efficiency and productivity improvements during every change, challenge, and transition.
- **Championed talent development** as current member of ABC Corporation and DEI Council, past mentor in ABC Mentorship Program and Diversity Council, and key leader on panel that built THRIVE development program.
- **Won 20+ Gold Awards**, plus multiple Silver and Bronze awards, Telly Award, and D&AD Award for creative promotional campaigns and innovative use of assets.

SENIOR VICE PRESIDENT, BRAND MARKETING (Sep 2014-Nov 2018)

VICE PRESIDENT, CREATIVE & BRAND STRATEGY (May 2011-Sep 2014)

Developed, budgeted, and launched multi-platform brand campaigns that drove significant market growth. Led team of 30+ marketing and creative professionals through 6-member leadership team. Managed multimillion-dollar marketing budget.

- **Enabled commercialization and elevated brand image** to better represent vision, mission, and values by leading creative for largest rebrand in company history.
- **Architected brand strategy and creative direction** for campaigns that were launched across multiple platforms, engaged cross-functional teams, and expanded market reach.
- **Fueled revenue growth** by creating compelling advertising, promotional, and media products.

VICE PRESIDENT | CREATIVE DIRECTOR — CREATIVE SERVICES (Apr 2007-May 2011)

Directed development, production, and launch of all short-form, industry-recognized, branded content and co-branded campaigns from ideation to execution. Directed video shoots with on-air talent. Led team of 20+ creative directors, executive producers, production director, writers, editors, designers, and promo planners. Collaborated with programming and scheduling teams.

Co-branding Partners: Absolut, Acura, Asics, Bombay Sapphire, Dewars, Sony Playstation, Ubisoft

- **Drove increase in customer ratings** by creating company's first ad-supported promo planning and strategy team.
- **Grew web traffic and raised brand awareness** by conceptualizing, developing, and launching company's first cross-platform (online / on-air), brand-building view experience.

EARLY CAREER

XYZ — Senior Writer / Writer and Producer, Marketing Group ('01-'07)

123A — Writer and Producer, On Air Promotions | Production Assistant, Original Productions | Intern, VH1.com ('98-'01)

EDUCATION

CTAM Cable Executive Management Education Program — COLLEGE BUSINESS SCHOOL | New York, NY
Bachelor of Arts (BA) in Media Studies — UNIVERSITY COLLEGE | New York, NY

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stars



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reviews

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