WHITNEY MANGIAFICO

CREATIVE DIRECTOR/COPYWRITER

Profile

I'm a "hell yes or it's a no" subscriber, whether it's a line of copy I'm writing or something I'm ordering off a menu. And I'm a huge fan of more is more. More color, more wow, more creative, more inspiring, more vacations, more shoes. :) I'm also a creative with 19 years of experience who loves to collaborate and make awesome sh*t. So pass me a whiteboard marker and let's create something that will make people say hell yes!

978-793-1105

whitneyalbright@yahoo.com

Wayland, MA

https://whitneymangiafico.carbonmade.com/

EXPERIENCE

CREATIVE DIRECTOR, COPY - FREELANCE

Honor Code Creative: Melissa Shoes

Sept 2022 - Present

- Developed the voice for Melissa Shoes creative in the US market
- Created brand guidelines for digital assets including copy, art direction, fonts, promotional treatments and more
- Helped drive key content opportunities for digital properties

CREATIVE DIRECTOR

Staples, US Retail

July 2021 - July 2022

- Lead the in-house creative team of copy, art and production
- Provided visionary oversight and conceptual thinking for integrated campaigns including digital, social, video, print and in-store experience to support marketing initiatives
- Collaborated with marketing and key stakeholders to develop insightful strategies that resulted in smart, targeted work
- Partnered with external agencies and other consultants to ensure brand consistency and efficacy
- Highly engaged leadership style that inspires teams to elevate their thinking and produce refined, strategic creative
- Assigned work and resources, influence schedules and timelines

EDUCATION

UNIV. OF SOUTH CAROLINA

B.A. Journalism/Mass Communications

1998 - 2002

SKILLS

- Team Leadership
- Design Thinking
- Out-of-the-Box Thinking
- Embracing Trends
- Branding
- Passion for Fashion
- Dot Connector
- Deck Maker
- Not Taking Myself Too Seriously

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CREATIVE DIRECTOR/COPYWRITER

EXPERIENCE CONT.

CREATIVE DIRECTOR

Craft/McCann

January 2017 - July 2021

- Lead the Boston creative group of 19 people across cross-functional teams including UX, digital, social, print and copy
- Created dynamic campaigns and content that came to life across social, site, in-store experience, video, email and more
- Developed comprehensive branding for product launches including design, manifesto, copy suite, photography and brand guidelines
- Participated in new business pitches for business development objectives
- Collaborated with off-shore production partners to ensure brand integrity, developed templates and guidelines for key assets to drive efficiencies for our clients
- Worked in lock step with project management team to assign resources and develop appropriate schedules

CREATIVE MANAGER

Staples

2013 - 2017

- Provided copy and art direction for Staples' B2B division on cross-channel marketing including site experience, email, print and sales collateral.
- Launched a membership loyalty trial for business customers, working in close agile workgroups to meet time-sensitive business goals
- Managed a team of 5 creatives (designers and writers)

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Whit is a pleasure to work with.
A super talented writer capable of driving both copy and design, having a powerful strategic vision while keeping an eye on multiple points of several parallel processes. A team player that strives the most when playing captain. I've witnessed her lead with incredible thinking and, very importantly, by example, across all teams and levels. With her passion she inspires and motivates other leaders, while being a role model for all the creative teams in the agency.