



KRISTIN PENDLETON

CREATIVE DIRECTOR

Splendid to meet you.

- Creative director and problem solver with 15+ years experience.
- Copy background with a keen eye for design and visual storytelling.
- Thrives on integrated campaigns across social, digital, TV/OLV, in-store, activations, print, and OOH.
- Leads with empathy, guides with humor.
- Equally devoted to big picture and small detail.
- Committed to mentorship and growth of craft and soft skills.
- Ready to do the strongest, most conceptual work of my career.

CAREER THUS FAR

CREATIVE DIRECTOR (PREVIOUSLY ACD + SR CW)

TRACY-LOCKE

Denver, CO | Nov. 2018 – Present

- I lead a talented team of copywriters, art directors and graphic designers across three countries. The current tools of our trade: digital, print, social, video, in-store, OOH, activation ideation and retail toolkits.
- As CD of the P&G shopper account, I frequently lead creative retail campaigns for partnerships with athletes and sports properties such as the NFL, MLS and Olympics.
- As CD of the OLIPOP shopper account, I lead creative campaigns for product launches and myriad seasonal tentpoles.
- As the previous CD of Starbucks CPG coffee, I led high-stakes 360 campaigns for product launches and seasonal LTOs.
- My team consistently maintained Starbucks' No. 1 market share while surpassing KPIs and breaking records within paid social.
- I'm focused, thoughtful and collaborative while managing productions, from concept and attention to detail in pre-pro, to overseeing art direction and talent direction on set, to guiding an inspired final product in post.
- I can allocate resources and crunch timelines with the best of 'em.

 281.798.0750

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 Denver, CO

 kapowcopy.com

ORIGIN STORY

UNIVERSITY OF HOUSTON

ENGLISH MAJOR
ADVERTISING MINOR **2008**

Full academic scholarship.

Creative director of senior advertising campaigns internship.

Gold Student Addy Award winner for a CIA campaign in 2009.

Intern for Gulf Coast Literary Magazine.
Graduated cum laude.

SPECIALTIES THROUGH THE YEARS

- CPG
- Food + beverage
- Foodservice
- Nonprofit
- Beauty
- Telecom
- B2B energy



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CREATIVE DIRECTOR

CAREER THUS FAR

ASSOCIATE CREATIVE DIRECTOR

{PREVIOUSLY SR CW}

LOVE ADVERTISING

Houston, TX | April 2016 – Oct. 2018

- Creative lead for a robust team of 8. Implemented processes, mentored cross-departmentally, and wrote until the wee hours for a range of pitches, media and multicultural audiences.
- Clients: A veritable grab bag of variety. Caterpillar. Phillips 66, 76, and Conoco. Shell. University of Houston. Barbara Bush Literacy Foundation. Susan G. Komen Houston. Joe's Crab Shack. Papa John's. Perry's Steakhouse.

SENIOR COPYWRITER

UNLEADED

Houston, TX | Sept. 2014 – April 2016

- Interim ACD and strategist. Lead creative on new biz team. Part of a dynamic group dedicated to waking up traditional B2B advertising across digital, print, branding and activation campaigns.
- Clients: International, national and regional players within industrial, tech and science sectors. Shawcor. Danos. Rice University. Tioga Pipe. Champion Energy.

ENGLISH COPYWRITER

LOPEZ-NEGRETE COMMUNICATIONS

Houston, TX | Jan. 2013 – Sept. 2014

- Lead English writer and resident güera within a wildly inventive team dedicated to Hispanic marketing. Utilized strategic audience insights to concept for direct mail and TV, breaking through the more standard mass efforts in the category. Constantly wrestled with English to Spanish transcreation.
- Client: The telecom giant, Verizon FiOS.

SENIOR COPYWRITER

{PREVIOUSLY CW}

ADCETERA

Houston, TX | Nov. 2009 – Nov. 2012

- A young gun turned senior-level leader specializing in digital, print, OOH and video projects.
- Clients: Eclectic mix of CPG, technology, foodservice, healthcare and more. HP. Rain-X. Slick 50. Sysco. Belkin International. Blair House: The President's Guest House. The Methodist Hospital. AIG.

ETHOS

Balance diplomacy with a backbone / Celebrate strengths, bolster weaknesses / Direct the creative, sure, but also be a coach, therapist, mentor and sounding board / Practice realistic optimism and relentless perseverance / Find the humor in everything possible / Help others to truly love their job