

KIM MATHERS

CREATIVE DIRECTOR & COPYWRITER.

NOT EMINEM'S WIFE.

THE HUMAN

GROOMED IN NYC. BASED IN DENVER.

VISIT: kimmycopy.com
CALL: 917.324.4022
EMAIL: kim@kimmycopy.com

360° STORYTELLER
Ad Campaigns & Brand Identity

OF ALL THINGS
Beauty / Health & Wellness /
Luxury Real Estate / Packaged Goods / More

INSPIRED BY
Music, Marathons & Mountains

THE WINNER

My work has been recognized by Cannes, the Clio Awards, the ADDYs, the OBIE Awards, the ECHO Awards, the ICON Awards and NY Festivals, among others.

THE STUDENT

EMERSON COLLEGE | BOSTON, MA
Bachelor of Arts, 1994
Marketing Communications: Advertising & PR

THE HUSTLER

FREELANCE CD / COPYWRITER | *Feb 2016 - Present*

AGENCY COLLABORATIONS:

COHN Marketing (Denver) | *Sep 2023–Present* ~ Concepts and copy for multi-channel campaigns for Cheyenne Mountain Zoo, Donor Alliance, Denver Health and more
Base Beauty (NYC) | *Nov 2021–Present* ~ Voice, campaigns and brand identities for beauty clients, including Colgate Optic White, Epionce, Revision Skincare and more
Knightsbridge Park (NYC) | *Feb 2021–Present* ~ Luxury real estate storytelling and brand ID for Four Seasons, Hilton Hilton, 1228 Madison, One Wall Street and more
Havas (NYC) | *Nov 2021–Feb 2025* ~ Amgen DTC and ViiV HCP campaign concepts
FCB (Chicago) | *Jan 2021* ~ Walmart campaign concepts
Edelman (NYC) | *Nov–Dec 2021* ~ T.J.Maxx campaign activations
Energy BBDO (Chicago) | *Oct 2021* ~ Almay campaign concepts
Code & Theory (NYC) | *Jul 2021* ~ Amazon Advertising campaign concepts
Green Stone (Denver) | *Oct–Dec 2019* ~ UX writing for American Express
CSM LeadDog (NYC) | *Oct 2018–Oct 2019* ~ Susan G. Komen 3-Day 360° campaign
JWT (NYC) | *Sep 2016–Jul 2018* ~ Motrin video series, Coppertone pitch, Dannon pitch

DIRECT CLIENTS:

Room to Grow (NYC) | *Apr–May 2024* ~ Social campaign
LX Collection (NYC) | *Mar–Jan 2023* ~ Luxury realty digital campaigns
ICEBOX (Charleston, SC) | *Apr 2021–Jan 2024* ~ Brand assets and case studies
Port City Pretzels (Portsmouth, NH) | *Feb 2021* ~ Brand refresh
The Atlantic (NYC) | *Sep 2020–Dec 2022* ~ Trend report copy
Material Bank (NYC) | *Dec 2018–Sep 2021* ~ Brand messaging
Tara Beauty (Chicago) | *Aug 2018–Feb 2021* ~ Brand tone, launch copy and packaging
Johnson & Johnson (Clearwater, FL) | *Nov 2017–Nov 2020* ~ OGX campaign, Maui Moisture campaign, Aveeno manifesto
Roger Williams Park Zoo (Providence, RI) | *Nov 2016–Feb 2017* ~ On-site copy
NewBeauty (Boca Raton, FL) | *Mar 2016–Jun 2017* ~ Ads and brand messaging

ACD / COPYWRITER, DDB (NYC) | *May 2008–Feb 2016*
Creative leadership, integrated campaign concepts and copy for Clean & Clear, Royal Canin, Electrolux, Hasbro and more

COPYWRITER, Boost (NYC) | *Mar 2005–May 2008*
Campaign development for Johnson & Johnson, Fortune Magazine and Crunch Fitness across digital, CRM and traditional channels

COPYWRITER, Ogilvy (NYC) | *Dec 2001–Aug 2004*
Digital OOH development for Dove's Real Beauty campaign, Hellmann's campaign concepting and Cisco global branding copy

ACD / COPYWRITER, Moden Media (NYC) | *Sep 1999–Oct 2001*
Digital-forward leadership and copy for Avon, Delta Air Lines, Kraft, Enterprise Rent-A-Car, JCPenney and 3M

COPYWRITER, Ogilvy (NYC) | *Jun 1998–Sep 1999*
Concepts and copy for Kodak, IBM, American Express, Pond's and more

JUNIOR COPYWRITER, Digitas (Boston) | *Aug 1996–Jun 1998*
Concepts and copy for Kraft, Disney, AT&T, Kodak, American Express and Bank of Boston web and digital

RECEPTIONIST & HR REP, Hill Holliday (Boston) | *Apr 1994–Aug 1996*
Front desk support and co-leadership of renowned intern program

ART STUDIO INTERN, Arnold (Boston) | *Sep 1993–Apr 1994*
Assistance to art directors and staff for print mechanicals and more