

Elizabeth King

Creative Director / Copywriter

NYC (Remote, Hybrid, On-site)

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TLDR? THE GIST

Multi-disciplined Creative Director who loves to mentor creatives, build relationships with clients and yes, STILL WRITE. Add creative chops to tackle any new business pitch and you get the complete creative.

KEY SKILLS

•360° Concepts •Mentorship 🧡 •Client whisperer •Cross-team Collab •Manifesto Savant •Creative Strategy

EXPERIENCE

Freelance Creative Director NYC

2022- 2024

Partnered with top-tiered agencies such as:

PureRed: Concepted and wrote for a new business pitch on Hydro Flask and Drybar.

Slim Creative: Concepted, wrote and won a project pitch for SoulCycle.

Big Spaceship: Oversaw creative teams on various Chase projects while earning client trust.

- Chase Pitch: Managed teams to develop a 360° campaign for Chase's new Gen Z products: College Checking & Rise credit card
- US Open: Led creative development for this sponsored event; on-site, social & digital.
- Chase Travel: Led creative development for new 360° campaign.

Razorfish: Developed creative social campaigns for Dove Self Esteem Project (Anti-Fat Shaming on Social Media), Dove Body Wash and Dove Deodorant.

Group Creative Director

2019-2022

McCann Worldwide

NYC

As GCD, oversaw creative across various global brands, developed trust with clients and mentored creative teams to shine.

- Ulta Beauty: Creative development on pitch win as freelancer; landed me a permanent job.
- Cigna: Managed teams and part of creative development for rebrand; plus Covid campaigns and Destress Health Initiative.
- Chik-fil-A: Creative development on 360° brand campaigns. Managed teams on "Red Couch" and "Food Love" campaigns.
- Nespresso: Partnered with global clients for their first sustainability campaign; led teams to develop messaging and creative in all media.
- Instax: Mentored teams to develop creative on multiple global 360° projects; collaborated with Japanese clients to build trust and tripled their revenue.
- Mastercard: Managed teams to develop and sell creative which included TV, social and digital for Click to Pay launch campaign, MLB/Uber World Series Sweepstakes campaign, HBCU On the Green prepaid card campaign.

Freelance Creative Director / Copywriter**2016-2019***Partnered with top-tiered agencies such as:*

- ▲Google: CD & creative on brands like Lay's Chips and Ensure to demo Google products.
- ▲Mother: Creative on various Target projects including Grammy's collaboration.
- ▲Vayner Media: Creative on Chase and Frito-Lay; social and digital.
- ▲JWT: CD & creative on Uniqlo and Intel pitch. Copywriter on T. Rowe Price and Dannon.
- ▲Chiat NYC: Creative on winning TD Bank pitch. Wrote scripts for Accenture.
- ▲Elephant: Creative on Converse pitch for digital, social and E-commerce.
- ▲Arnold: Creative on pitch for Restasis Eye Drops.
- ▲Hudson Rouge: Creative on various projects for Lincoln vehicle launches.
- ▲YARD: Social & digital creative for David's Bridal. Lead creative on Campari pitch.

Creative Director**2015-2016**

FCB

- Vonage: Led creative teams on rebrand in partnership with new client.
- Lincoln Financial: Creative development for new brand campaign.

Creative Director / Copywriter**2007-2015**

Kirshenbaum Bond & Partners

- BMW: Creative on social and digital development on all car launches. Then won the rest of the global business in a pitch to develop brand and dealer campaigns.
- John Frieda Hair / Jergens / Curel: Creative development on 360° campaigns.
- Wendy's: Wrote TV, radio, digital for brand and new food launches.
- Adopt Us Kids: Wrote TV, radio, digital for two campaigns. Result? Biggest increase in adoptions.
- Capital One & Goldman Sachs

Copywriter

Y&R

2004

- Chevron: Part of creative development of new brand campaign.

JWT

2004-2006

- De Beers: Wrote and sold what felt like billions of headlines & scripts for the famous campaign.
- Rolex: Wrote win ads for tennis and golf, having headlines ready for winners and losers.
- JetBlue Pitch Win
- Smirnoff

CATEGORY EXPERIENCERetail, Beauty/Fashion, Tech, Automotive, Finance, Health/ Pharma, Luxury, Entertainment, Telecom, Food, Liquor

EDUCATION

Creative Circus // Advertising School

Penn State University // Bachelor of Communications

BEYOND THE PAGE

I can't smell. Stinky cheese enthusiast.

I worship poets: Charles Simic & Billy Collins

Mom named me after THE Queen, but everyone calls me Liz

I sailed the eastern seaboard but was thwarted by a hurricane.