COURTNEY DRIVER

CREATIVE DIRECTOR

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LinkedIn · Creative Portfolio

15 years with a proven track record of highly effective campaign work, relationship-building, copywriting and creative direction for global brands in an agency setting.

A FEW BRANDS I'VE WORKED ON AND WITH

Genesis, Lexus, Rolex, Burberry, Volkswagen, Flexjet, Harman Kardon, Stolichnaya, Sperry Topsider, Remy Martin, Alfa Romeo, Porsche, Bombay Sapphire, Cavit, Cointreau, Pirelli, Jaguar, Ritz-Carlton, Forevermark by DeBeers, Patrón, Aston Martin, Chase Sapphire, Guess, Mercedes-Benz, Sperry Topsider, Lincoln, Starwood, St. Regis, BMW, W Hotels and more.

Associate Creative Director | 2/2020-Present | INNOCEAN WORLDWIDE

- Responsible for overall brand voice for Genesis Motor America digital channels.
- Digital, CRM, OLM, social, experiential, radio, television, print.
- Concepted, won and directed 360° campaign work.
- Directed and delivered creative on-the-fly during high-pressure, fast-paced live events.
- INNclusion Council Member, working towards greater equity in every way we can.

Creative Director | 2017-2019 | FREELANCE

- Concepting, strategy, copywriting, editorial, social, voiceover for brands including SoFi, eBay, The Unstoppable Foundation, Anytime Fitness and more.

Associate Creative Director | 2007-2017 | RGM GROUP

- Digital, experiential, social, OLM, CRM, advertorial, editorial, partnerships, events.
- Concepted and responded to RFPs, winning business across various brand categories.
- Managed and nurtured creative team to produce high quality creative and achieve results.
- Nurtured department collaboration to maximize timelines and high-quality deliverables.
- Ran content and creative direction for full, white-labeled campaign microsites, tailoring editorial and interactive content to fit the ethos of each brand and partner.

Executive Editor | 2007-2017 | JUSTLUXE.COM

- Built, nurtured and responsible for publication's editorial, art and content direction.
- Onboarded, managed and grew global and local editorial team to 75+ worldwide.
- Grew readership from infancy to 2.5 million+ unique global visitors per month.
- Attracted nearly 200k followers across JustLuxe social media accounts.
- Responsible for top-level editing of thousands of luxury-focused articles across 20+ sections.
- Directed custom content for sponsorships, crafting creative around client brand guidelines.
- Oversaw publicist relations and established and maintained key, strategic relationships with major brands and partners such as Huffington Post, ABC, Condé Nast, Yahoo and more.

EDUCATION & NOTORIETY

- Del Mar Media Arts (2016-2018)
- Brand Ambassador, Nespresso (2014)
- Writing published on Huffington Post; Condé Nast Travel
- California Lutheran University - Communications (2001-2004)

VOLUNTEERISM & HOBBIES

- Improv
- Voice Acting
- Mclaren Center (LA Social Services)
- Dream Street Camp (terminally ill kids)
- Humanitarian relief in Mexico and Zimbabwe

SKILLS

- 360° Campaign Direction
- Relationship Nurturing
- Copywriting / Direction
- Social Concepting
- Video / TV / Radio
- CRM / OLM / .COM
- Experiential
- Content Cultivation
- Scriptwriting
- SEO Strategy
- Headline Strategy
- Campaign Strategy
- Art Direction
- Brand Voice Development
- Voiceover / VO Direction

SOFTWARE

- Apple iWork
- MacOS
- Microsoft Office
- SharePoint
- Google Suite
- Basecamp / JIRA
- Canva
- Photoshop (Medium)
- Dreamweaver (Medium)
- Premiere Pro (Basic)
- After Effects (Basic)

EXTRA

- Basic HTML/CSS

CREATIVE PORTFOLIO: WWW.COURTNEY-DRIVER.COM/CREATIVE.HTML