



# KRISTIN GALBRAITH

creative director : writer : middle child

[kcgalbrait1@gmail.com](mailto:kcgalbrait1@gmail.com)

847.431.4717

[kristingalbrait.com](http://kristingalbrait.com)

## CREATIVE DIRECTOR

Match Marketing Group (formerly TRISECT Agency), 2017 — present

Brands: ConAgra Brands (Healthy Choice, Retail Innovation), Omron Healthcare, V&V Supremo, New Business

- Lead a team in the development of integrated marketing programs using a blended approach
- Expertise includes multi-channel content creation, consumer promotions, multi-channel content creation, digital, social, experiential, brand development
- Oversee creative process and ensure flawless execution of projects
- Write engaging, strategically sound copy
- Stay on top of rapidly changing trends and best practices within the industry
- Foster growth and provide mentorship to copywriters and art directors
- Engage in multi-agency collaborations to deliver integrated programming work to clients
- Present and sell creative work to clients while establishing good relationships and rapport
- Play key role in new business pitches, including creative strategy, concepting, execution and presentation
- Partner with account directors to create and maintain timelines, budgets and production schedules

## CREATIVE DIRECTOR

TRISECT Agency, 2012 — 2016 (*previously held positions: Associate Creative Director and Senior Copywriter*)

Brands: ConAgra (Orville Redenbacher's, Marie Callender's, Healthy Choice, Snack Pack, PAM, Retail Innovation),

Feeding America, Merisant, AAA, DeVry University, US Cellular, New Business

- Created new brand campaign for Orville Redenbacher's that featured their real popcorn farmers
- Lead a team in developing Feeding America's most successful Hunger Action Month program ever
- Developed launch program for Whole Earth Sweetener Company, which eventually got placement inside Starbucks
- Played key role in multiple new business wins for the agency

## SENIOR COPYWRITER

Wunderman Chicago, 2010 — 2012

Brands: DiGiorno, Tombstone, Burger King, Kraft, New Business

- Developed and executed engaging programs and activations across multiple brands
- Brought multiple CP programs to life for DiGiorno pizza, including their "High Five for \$5 Pizza" Super Bowl activation, which included an experiential component and an attempt at a world record

## COPYWRITER

The Marketing Store, 2005 — 2010 (*previously held positions: Junior Copywriter and Proofreader*)

Brands: McDonald's, Coca-Cola (My Coke Rewards, Diet Coke), DeVry University

- Collaborated with art directors and client service team to deliver sharp, effective copy and concepts
- Played key creative role in development and execution of the McDonald's Monopoly Game
- Helped overhaul the My Coke Rewards loyalty program
- Created new print and TV campaign for DeVry University featuring their real students

## SCHOOL

B.A. Journalism. English Minor. Northern Illinois University.

## SKILLS & ACHIEVEMENTS

- Proficient in Microsoft Office, Keynote and Google Platforms
- 2018 Bronze Telly Award (2); 2017 Gold Addy Award; 2009 Mobile Excellence Award; 2008 Webby Award; 2007 Promo Interactive Marketing Award; NIU Illinois Student Journalist of the Year; NIU Outstanding Woman Student Award