



Kristine Brown

COPYWRITER | CONTENT CREATOR | STORYTELLER

EXPERIENCE

The Bank at FCB Health

New York, NY

Copy Supervisor
01/ 2017 - Present

Copywriter
07/2015 - 01/2017

Junior Copywriter
05/2014 - 07/2015

Bank Life:

The Bank is a creative think tank led directly by CCO Rich Levy. I've worked on 50 plus new business pitches— while concepting on numerous projects throughout the agency ranging from digital, consumer, HCP, social, new business, branding, and brand launches.

Social Media Management:

Created, curated, and managed all social media platforms for FCB Health. Captured and concepted on all original content, grew followers across all platforms and launched Instagram at FCB Health.

Culture Creator:

Created all strategy and creative for #BoldBeginnings, a public-facing culture driven recruitment campaign for the FCB Health Network. Directed creative for swag promo materials, social posts, original content, and campaign microsite.

Five Guys Houston

Savannah, GA

Social Copywriter
02/2014 - 07/2014

- Created and curated engaging social media content on Facebook for all franchises located in the greater Houston area.
- Pitched promotion ideas, created unique events, and designed original content to help drive brand awareness and sales.

Pacific Design Center

West Hollywood, CA

PR & Marketing Asst
03/2010 - 10/2010

- Worked closely with the Marketing Director to create one of kind promotional events. Helped launch all social media platforms, and was key in generating ideas to help grow the awareness of the PDC.
- Responsibilities included client and showroom relations, concepting new creative promotions, media relations, press releases, event planning, social media manager and content creation.

Kathryn M Ireland

Santa Monica, CA

Interior Designer
01/2009 - 01/2010

- Managed and installed numerous high end big budget projects. Instrumental in helping Kathryn launch her textile and furniture lines, and assisted in planning her 2009 book tour.
- Responsibilities ranged from, Interior design, project management, vendor & client relations, PR, media relations, showroom liaison, social media manager and content creation.

EDUCATION

Savannah College of Art and Design

Savannah, GA

Bachelor of Fine Arts, Advertising
2011 - 2014

Fashion Institute of Design & Merchandising

Los Angeles, CA

Advanced AA, Product Development
Associate of Arts, Interior Design
2005 - 2008

EXTRA

- Chosen for the Young Ones student exhibition in 2014 for #POWERSMILE
- Won silver Addy in Copywriting for #POWERSMILE
- Won gold Addy for NSAC Print Campaign for Glidden
- Won double silver SCADDYS for Copywriting and Integrated Campaign for #POWERSMILE
- Member of the SCAD Nation Student Advertising Competition (NSAC)- 2013
- Accepted into the exclusive FIDM Charing Styles program - 2007
- Member of the Alpha Delta Sigma Honor Society for high marks

EXPERTISE

Adobe Creative Suite, Instagram, Snapchat, Facebook, LinkedIn, AutoCad, marker rendering, watercolor, acrylics, manifestos.