



Dovi • Creative Director

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EXPERIENCE

TBWA\designory

Creative Director | Feb 2021 — present

- Clients: HP, Intel
- Mentor 7 direct reports on a 32-person creative team
- Adjunct professor of Advertising at California State University, Long Beach (Spring 2021)
- 2021 The One Club “We Are One” Creative Activism Social Selection

Associate Creative Director | Feb 2019 — Feb 2021

- Clients: Intel, Merck, MetLife
- Work closely with strategy, account, and PMs to interpret and guide client directives towards effective creative work
- Guided creative across product launches: sales collateral, digital campaign assets, video, social, blogs, white papers, eDMs
- Run creative brainstorms and assign and direct art and copy
- Present to client stakeholders and agency management
- Worked on 12 new business pitches — five wins in 2019
- Provide regular support and mentorship to four direct reports on a 21-person creative
- Spearheaded global designory/eg+ worldwide DEI creative: We Belong
- Lead 2019 Summer Internship program

Havas

Senior Copywriter | Feb 2018 & April 2018 — Feb 2019

- Client: Citibank
- Collaborate with 15 creatives to develop B2C above- and below-the-line work: retail in-branch, credit cards, mortgage services
- Contribute to brainstorm sessions, offering creative solutions to marketing challenges
- Work in tandem with account and strategy teams to ensure creative is on strategy and applies best practices and audience learnings
- Maintain high copy standards and exercise quality control at all stages for direct mail and digital extensions
- Effectively present concepts and rationale to internal teams and to clients
- Direct and review work of three copywriters and junior Ads
- 2018 Marcom Award for Acquisition Direct Mail: Now Boarding — Citi / AAdvantage Platinum Select Card Direct Mail Package

CG Life

Senior Copywriter | Sep 2016 — Feb 2018

- Managed a team of three art directors and B2B integrated campaigns across life science and healthcare clients industries
- Strong conceptual thinker able to ideate and develop on-strategy creative concepts and extendable campaigns
- Conveyed ideas that laddered up to strategy and guidelines across SEO-informed projects, HTML5 banner ads, landing pages, direct mail, email, and brochure and sales sheets collateral
- Detail-oriented composition and ownership of copy documents and presentation decks in the appropriate, organized format, with respect to the specific challenge and audience
- Honed internal creative processes to align expectations and capabilities, meet project deadlines, streamline workflow, and deliver quality work

FCB Chicago

Senior Copywriter, Digital | Mar 2015 — Sept 2016

- Client: Cox Communications
- Proactively solved creative problems through concepting and content strategy
- Worked independently and with art directors to develop creative, effective 360 digital campaigns: interactive experiences, landing pages, emails, banners, social, out of home
- Managed a team of five copywriters and cross-pillar projects
- Maintained brand voice and adhered to style guidelines across media executions
- Launched \$7M cox.com in August 2015
- Oversaw segmentation and messaging revision of current customer eNewsletters, which resulted in a 25% increase in open rates month-over-month in Q2 2015
- 2015 CADM Tempo Awards: 3rd Place, Interactive Marketing Campaign: Cox Cyber Monday Campaign

Sears Holdings Corp.

Senior Copywriter

Jul 2014 — Mar 2015

Freelance Email Copywriter

Apr 2014 — Jul 2014

DealNews.com

Features Editor

Nov 2012 — Feb 2014

Copy Editor

Aug 2011 — Nov 2012

Direct Brands

Freelance Copy Editor

Jun 2008 — Sep 2011

Advantage Title

Proofreader

Aug 2007 — Jun 2008

Howard-Sloan-Koller Group

Proofreader

Nov 2006 — Aug 2007

EDUCATION

New York University

Steinhardt School of Culture, Education & Human Development

Bachelor of Science, Mass Communications & Media Studies, 2007