

kd

KIM DEVALL

CREATIVE DIRECTOR

CONTACT

404.664.9366
KIM.DEVALL@ME.COM
WWW.KIMDEVALL.COM

OBJECTIVE

CREATIVE DIRECTOR BASED IN NYC, LOOKING TO BRING MY 17 YEARS OF EXPERIENCE SPANNING DIGITAL, BROADCAST, EARNED MEDIA, BRANDING, AND MORE TO A LEADERSHIP ROLE. READY TO ROLL UP MY SLEEVES, LEAD, LEARN, AND MAKE GREAT WORK.

EXPERIENCE

CREATIVE DIRECTOR

FREELANCE, VARIOUS | MAY 2021 - PRESENT

- Work with various agencies to create insightful, culturally-relevant work that brings brand stories to life and generates brand love and loyalty.

CREATIVE DIRECTOR

EDELMAN | JUL 2019 - MAY 2021

- Led work for Dove, Dove Men+Care, Schmidt's, and Melissa & Doug. Worked closely with internal strategy team to identify earned media opportunities and create briefs. Hired and led freelance creative teams, built client relationships, and managed agency production partners.

CREATIVE DIRECTOR

RAZORFISH | AUG 2016 - AUG 2018

- Led work on Dove that aimed to disrupt harmful stereotypes and change the way women and moms are represented. Launched first campaign for Baby Dove, worked on Dove masterbrand, and participated in agency pitches.

FREELANCE CREATIVE DIRECTOR, STUDENT, NEW MOM, JEWELRY DESIGNER & FOUNDER

FASHION INSTITUTE OF TECHNOLOGY, PRESTON & LINNIE, FREELANCE | JAN 2012 - AUG 2016

- Switched to freelance for more flexibility. Went back to school at FIT for jewelry design. Launched a jewelry brand, Preston & Linnie, that was featured in Vogue and worn by celebs like Lauryn Hill. Presented in NY & Paris Fashion Week. Had a baby. Helped rebrand several startups including Rent The Runway, Goodmylk Co, and Daily Harvest. Phew, those were some fun, busy years.

ASSOCIATE CREATIVE DIRECTOR

DENTSU MCGARRYBOWEN, NYC. | DEC 2009 - JAN 2012

- Creative Lead on Canon account. Won agency its first One Show Gold Pencil for a branded entertainment series. Fostered client relationships. Hired and managed junior creatives and interns.

BACKPACKER

EUROPE & ASIA | JUL 2008 - AUG 2009

- Left advertising for a little while to see the world. Still one my best decisions.

SENIOR COPYWRITER

JWT, NYC | MAR 2007 - JUNE 2008

COPYWRITER

HAVAS, NYC | FEB 2006 - MAR 2007

COPYWRITER

MOTHER, NYC | SEP 2004 - DEC 2005

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EDUCATION

CREATIVE CIRCUS | 2002 - 2004

PORTFOLIO IN ADVERTISING, COPYWRITING

UNIVERSITY OF FLORIDA | 1998 - 2002

BACHELOR OF SCIENCE, ADVERTISING
MAGNA CUM LAUDE



AWARDS

ONE SHOW ENTERTAINMENT, ONLINE BRANDED
CONTENT, GOLD PENCIL

CANNES, GLASS LION

ONE SHOW, BRAND VOICE, BRONZE PENCIL

ONE SHOW, COMMUNITY BUILDING, MERIT

ONE SHOW, INTEGRATED BRANDING, MERIT

ONE SHOW, ONLINE BRANDED CONTENT, MERIT

ONE SHOW ENTERTAINMENT, ONLINE BRANDED
ENTERTAINMENT, MERIT

D&AD, PRINT, MERIT