

**kari hailey**  
**creative director, writer**

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**Creative Director**

Geometry Global (formerly OgilvyAction)  
Chicago, IL  
10/09 – 03/18

Led teams of copywriters and art directors in the creation of compelling brand activations for Kimberly-Clark and Waste Management spanning the path to purchase. From conception through execution, we crafted messaging and visuals relevant for the target audience across multiple touchpoints, including content, retail, digital, social, experiential, print and broadcast.

**Associate Creative Director**

Arc Worldwide at Leo Burnett  
Chicago, IL  
09/07 – 10/09

Translated above the line advertising for Coca-Cola into customized shopper campaigns for retailers across North America.

**Senior Copywriter**

G2 (Grey subsidiary)  
Chicago, IL  
2000 – 09/07

Wrote broadcast and shopper marketing concepts and copy for a variety of CPG companies, including P&G, Kraft, Smucker's, Nokia and Peapod.

**Senior Writer/Producer**

AT&T Media Services  
Crystal Lake, IL  
1997 – 1999

Conceptualized, wrote and produced (and occasionally starred in!) cable TV commercials for local businesses in the Northwest Chicago suburbs.

**Broadcast Journalist**

US Army  
1993-1996

Hosted a daily radio program, interviewed celebrities and musicians, wrote and produced radio commercials for internal military organizations. Did lots of push ups.