

JAMES MOORE
ASSOCIATE CREATIVE DIRECTOR / COPY

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A CREATIVE BRAND BUILDER WHO BALANCES VERBAL INTUITION WITH STRATEGIC INSIGHT.

PROFESSIONAL EXPERIENCE

JAMES MOORE CREATIVE

DECEMBER 2013 - CURRENT

- Brand strategy consulting, copywriting, and naming for clients in beauty, fashion, and luxury real estate
- Digital and social media campaign development for clients including LA Pride, David's Bridal, and La Mer
- Focus on delivering differentiated brand strategies and creating compelling content and campaigns

SELECTNY LOS ANGELES

JULY 2010 - DECEMBER 2013

ASSOCIATE CREATIVE DIRECTOR

- Supervised a team of junior to mid-level art directors, designers, and copywriters
- Managed creative campaign development and execution across the entire agency portfolio
- Developed brand positioning, creative strategy, and launch campaign for Casamigos Tequila
- Core new business team member with wins on ShoeDazzle, Halston, Casamigos and Procter & Gamble

INTERBRAND NEW YORK

JUNE 2008 - MAY 2010

SENIOR CONSULTANT, VERBAL IDENTITY

- Developed brand voice, messaging, and equity pyramids for clients including AT&T and Intel
- Helped secure new business wins for Barclaycard, The Princeton Review, and Towers Watson
- Led multi-discipline project teams and supervised various junior Verbal Identity team members

SUGARTOWN CREATIVE NEW YORK

APRIL 2006 - JUNE 2008

BRAND STRATEGIST / COPYWRITER

- Rebooted Penthouse magazine with a new creative platform, viral website and tagline: 'Life On Top'
- Oversaw strategic initiatives, flavor extensions, and cobranded entertainment for Grey Goose vodka
- Worked with Bacardi New Product Development to create and name brand concepts

SAATCHI & SAATCHI NEW YORK

JULY 2003 - APRIL 2006

ASSOCIATE COPYWRITER

- Collaborated with creative team on print campaigns for Pillsbury kids and frozen products
- Repositioned Yoplait Nouriche from drinkable yogurt into the emerging functional beverages category
- Supported strategy team in moving Crest Whitestrips from the oral care category into the beauty aisle

EDUCATION

SCHOOL OF VISUAL ARTS

FALL 2005

- Continuing Education — Advertising/Copywriting: 'Taking the Fear Out of a Blank Piece of Paper'

BABSON COLLEGE

MAY 2003

- Bachelor of Science in Business Management; Concentrations in Marketing and Entrepreneurship