Kimberly J. Smith

GCD/COPYWRITER

Dallas, TX

kimberlyjsmith1@gmail.com

I am a seasoned, working Group Creative Director, managing a team of creative professionals to deliver their best product, from concept to copy to visual execution. I've managed other senior creatives and those fresh out of school. In my current role, I also work on all creative in all media from broadcast to digital, experiential and social, contributing to concept, copy, and production, as well as strategy and messaging. I have decades of production experience, including video editing skills, music production, and serving as agency producer.

View my portfolio online at http://www.krop.com/kimberlyjsmith

Experience

Group Creative Director

The LOOMIS Agency

Dallas, TX
Jan 2019 - Present

Supervise one of two agency teams, leading copy/concept development for team accounts and agency new business/social promotion. Ensure strategic alignment of messaging and creative. Hands-on editorial involvement creating rough-cuts in Premier Pro.

Creative Director

The LOOMIS Agency

Dallas, TX
Jan 2016 - Jan 2019

Led copy/concept development for team accounts, contribute to copy/concept for new business development. Ensure strategic alignment of messaging and creative. Manage agency social media content, stream, and promotion.

Creative Director

Hadeler Krueger Advertising

Plano, TX
Mar 2013 - Jan 2016

Supervised overall creative product for 5-person creative department. Lead copy/concept development. Ensured strategic alignment of messaging and creative. Serve as agency producer on broadcast projects. Manage agency social media stream and promotion.

Managing Director/Creative

OnMessage

Dallas, TX
May 2011 - Mar 2013

Supervised overall creative product for 8-person creative department. Led copy/concept development. Worked closely with messaging department to ensure strategic alignment of messaging and creative. Wrote, voiced and produced podcast campaigns for a variety of clients. Served as agency producer on video and event projects. Managed agency social media stream and promotion.

Director of Message Development

OnMessage

Dallas, TX
Sep 2006 - May 2011

Head copy and content writer. Developed messaging strategy and positioning alongside account service and led infusion process. Integral in the development of messaging platform and infusion process methodology.

Freelance Copywriter

Various Agencies

Various
Sep 1998 - Sep 2006

Created concept and copy direct to clients and for agencies including Avrea Foster, Slingshot and OnMessage.

Assoc. Creative Director

Evans Group

Dallas, TX
Sep 1996 - Jul 1998

Senior Copywriter / Creative Director

MBRK Advertising & PR

Dallas, TX
Nov 1993 - Apr 1996

Copywriter

The Bloom Agency/Publicis

Dallas, TX
Jun 1991 - Nov 1993

Education

Bachelor of Arts

Colorado State University

Fort Collins, CO
Sep 1982 - Dec 1986

Awards

Awards

Dallas Ad League / ADDY Awards
Ad Age Healthcare Digital Awards
Telly Awards
Creativity Magazine
Dallas Society of Visual Communications
Davey Awards (including Best in Show/Commercials, Not-for-Profit)
Dallas Ad League TOPS
Texas Star Awards
Healthcare Advertising Award
Hermes Awards
Muse Creative Awards

Brand Experience

Brand Experience

3M Unitek, ALM First Financial, AmerisourceBergen Specialty Drugs, American Heart Association, Bark Mobile, BC Powder, BETA Land Services, Carolina West Cellular, Centex Homes, Clear Eyes, Cotton Patch Cafe, Daikin HVAC, Dr Pepper, Drees Builders, El Chico, Essilor (Transitions Lenses), First United Bank, Fitness Connection, GENBAND, Golden Chick, Golf's MVP, Grant's Farm/Earth Grains Bread, HealthMart Pharmacy, Highland Homes, Houlihan's Restaurants, March of Dimes, Massage Heights, Medieval Times Dinner and Tournament, Methodist Health System, Microsoft, Mothers Against Drunk Driving, Mr. Gatti's Pizza, Mölnlycke MedTech, Nestle Beverage, Nokia, North Texas Komen, North Texas Food Bank, Novation/Provista, Pargo's American Grill, Raising Canes, RibCrib, RGB Eye Associates, Safety Kleen, Skaggs Alpha Beta/Jewel Osco grocers, Southwestern Bell Cellular, Sun Tan City, The Container Store, Transplace, Trane A/C, TXU Energy, Texas Oncology, TrueBrew Teas, TrueResults, United Methodist Communications, Verizon, VHA, VooDoo BBQ, West End Marketplace, ZuZu Mexican Food

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