

Mariesa Snell

Brand Strategist, Creative Director/ Writer, Communications & PR Manager ---- an Idea Generator

Objective:

To facilitate or originate brand strategies that drive market ownership with finely tuned copy and breakthrough visuals in a pinpointed style.

Strengths:

Analytically driven yet exceptionally creative and innovative. An experienced and strategic brand cultivator versatile within a wide range of mediums, including: print, radio, TV, social and digital platforms for both B2B and B2C audiences.

Over two-decades of experience shaping national brands and local names within a wide range of industries, including:

HEALTH CARE, AUTO, BANKING, BUSINESS SERVICES, FOOD & BEVERAGE, RETAIL & APPAREL, INDUSTRIAL, PACKAGED GOODS, FINANCIAL SERVICES, ENVIRONMENTAL TECHNOLOGY, HOSPITALITY & TOURISM.

Author of a dynamic portfolio, as a writer/creative director for global brands and local labels. Available for viewing at www.mariesawrites.com.

Classically trained with a Bachelor of Arts in English from Vanderbilt University with two years' post-graduate work in communications, creative writing and brand management from The Portfolio Center in Atlanta, GA.

Core Competencies:

A Creative Hybrid:

- A skilled writer and visual communicator, able to originate or formulate brand messaging, carve out or strengthen market ownership, as well as lead or contribute creative direction.
- Experience gained within some of America's top advertising agencies and Fortune 500 companies. Equally vetted by the unique demands of small, family-owned businesses or sole proprietors.
- A skilled presenter, strategic thinker and team player. An effective contributor or support to sales and marketing teams, c-suite board rooms as well as to external partnerships.

A Creative Generator:

- Author of a dynamic portfolio of nationally recognized brands, available for viewing at: www.mariesawrites.com
- Accountable for an impressive ROI: Secured a first-time \$50 million-dollar government contract from the VA. Won over six, \$5 million new business pitches. Delivered an impressive 400% growth increase within a Fortune 500 creative services team.
- A successful entrepreneur and sole proprietor of a personal creative freelance business

A Technical and Operational Team Player:

- Well-versed in the management and execution of traffic schedules, department budgets, photography shoots, radio and commercial production, as well as a digital storefront launch.
- A prolific strategist. Capable of integrating focus group analytics, market and website surveys, able to ensure quantifiable results.
- Successfully led a 30 person freelance creative group in New York from Nashville, while managing a 15 person creative services staff during a 400% increase in traffic within my department.

A Thoughtful Problem-Solver

- A reliable collaborator capable of delivering quick, strategic flexibility in copy and concept.
- Energetic, adaptable to edits, feedback, internal and external input.

Experience:

Creative Director & Senior Writer-Freelance. Ameresco. Washington D.C. (2015-2016)

- Freelance Creative Director and Senior Writer of a winning, government proposal securing a \$50 million VA contract. Identified, recruited and led an ace creative team to facilitate the solicitation and required matrix standards of the VA solicitation. Successfully streamlined and detailed Ameresco's engineering content into a winning submission, increasing clarity and effectiveness.
- Requested to return as a Creative Director and Senior Writer for Ameresco's Operations and Management division. Successfully bolstered Ameresco's O&M arm with a new, twenty-page brochure. Wrote and creatively directed the most compelling attributes and benefit-oriented features into a highly acclaimed and widely effective brochure for mass distribution.

Creative Director & Senior Writer- Freelance. StyleBlueprint. Nashville, TN. (2015- 2016)

- Creative Director and Senior Writer for owner-driven hyperlocal city guide within a brand exploration exercise. All Creative explored brand positioning, tag-line possibilities and print/social media creative options. Contributed two rounds of creative with five campaigns each, showcasing possible market directions. Presentations focused on website, billboard, social media, and print headlines and tag lines.
- Final creative showcased a bounty of strategic headlines to accompany tag line options as well as a radio campaign for consideration.

Senior Creative Director. Brookdale Senior Living, Nashville, TN. (2014- 2015)

- Senior Creative Director responsible for 1150 national senior living communities, serving four key target audiences including: adult influencers, prospects, residents and referral sources.
- Generated a record 400% job growth increase of quantifiable, effective market moving creative products while managing twenty FTE's, a print production arm, forty national freelancers and a digital storefront.
- Wrote and creatively directed breakthrough collateral for Brookdale's Entry Free Sector, the companies' highest grossing revenue stream. Originated and presented 5 national creative campaigns, produced and presented to national sales force the winning selection.
- Produced two national magazine publications reaching over half a million subscribers.
- Engineered multiple sales tool kits surrounding market calendar themes with equally effective creative and media to drive sales and messages for the press, field and all sales operations arms, coast-to-coast.
- Directed and maintained brand standards, company-wide copy and style guidelines.
- Instituted 100% transparency on the status, cost and turnaround time for all creative jobs by building a system to measure, monitor and track progress of all jobs, enabling a first-time transparency record for team member assignments, deadlines and department costs. The system delivered a first-ever quantifiable report on total expenses month-to-month and year-to-date.
- Collaborated with key stakeholders throughout the organization, as well as with external partners to effectively ensure the synchronization of all marketing programs and activities. Attended weekly sales and marketing team meetings with senior management. Presented creative to board members and chief operating officers.
- Implemented agency-like creative systems while managing a million and half dollar marketing budget for the creative team and executions requested.
- Built creative direction within CMO approval for all product lines, including core silos IL (Independent Living) AL (Assisted Living), M (Memory Care) and SN (Skilled Nursing) as well as for ancillary services Home Health and Hospice.

Senior Writer. DVL, Nashville TN. (2014)

- Senior writer for key accounts. Wrote and produced 911 Radio, billboards, NES annual report, the YWCA Academy of Women of Achievement award, Franklin Road Academy collateral, Cumberland University billboards and brand messaging options, print work for Amsurg, Stoney River Digital ads as well as TV and radio for the Franklin Mortgage company.

Stoke Education. Nashville, TN. (2012-2013)

- Executive Director-Marketing and Communications. Responsible for marketing the launch of Stoke Education within Nashville. Directed advertising, marketing, public relations, media and sales initiatives. Built new business relationships, facilitated new staff hires, directed and created print advertisements, managed print production, wrote and promoted media press releases. Developed and facilitated multiple sales meetings including a personally developed B2B tie in.

Lighthouse Marketing. Marietta, GA. (2013-2014)

- Freelance. Creative writer and idea consultant for various Coca-Cola initiatives. Creator of selected for Coca-Cola's Designated Driver campaign against other submissions. Facilitated name generation, copy and headlines as well for sports drink research, Aqua Café and DSW waters assignments.

Peck & Co. Nashville, TN. (2012)

- Freelance writer. Creative writer and idea consultant for project at C3 consulting company. Concept and writer for pocket sized marketing tool executives use for spontaneous promotions and B2B explanations of range of products and services. Created to foster relationships and align company-wide messaging across all teams. Produced version is available for viewing at www.mariesawrites.com.

Susan G. Komen, Nashville, TN. (2010)

- Freelance writer. Provided ideation and copy, The Race for The Cure program brochure.

TBWA/Chiat Day. Nashville, TN. (2009)

- Freelance writer. Created print headlines by identifying unique selling positions for the brand. Work produced in magazine and billboard locations.

Ketchum Advertising. San Francisco, CA. 1996-1997

- Hired away to write for Bank of America, Orville Popcorn, Knott's Berry Farms, Pacific Bell Telephone Co. Created 5 national radio commercials, 20+ West Coast radio commercials, hundreds of daily print advertisements.

Foote, Cone and Belding. San Francisco, CA. Oct. 1995-March 1996

- Writer in promotion and design department. Created print advertisements to launch men's dress pant line for Levi Strauss.

Hal Riney & Partners. San Francisco, CA. 1994-1995

- Copywriter. Accounts included Mirage Casinos and Resorts, Calistoga Waters. Recognized for creative work in Princess Cruise Line Pitch.

Ogilvy & Mather. New York, NY. 1992-1994

- Copywriter. Accounts included Hershey Chocolate and Jaguar Cars. Created national print and radio commercials for Jaguar cars. Wrote and produced launch television commercial for Hershey Nuggets. Won \$90,000 business from Phillip Morris for explorative launch brand Barking Dog Cigarettes.

Additional Freelance Clients

- **KIPP Academy** Nashville, TN 2013 and 2014
- **AAUW** Washington, DC. 2012
- **Goldberg Moser O'Neill** San Francisco, CA. 1995
- **Anderson Lembke** San Francisco, CA. 1995

Education:

- **The Portfolio Center. Atlanta, GA. 1990-1992**
 - Two year post graduate degree program, awarded BEST COPYWRITER graduation quarter out of 100 students.
 - Only student selected to represent Show South.
 - Won Creative Register Scholarship and Final Stretch Scholarship.
 - Financed 100% of education.
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- **Vanderbilt University. Nashville, TN. 1986-1990**
 - Bachelor of Arts English with a concentration in Fine Arts.
 - Vice President Philanthropy Chair, Pi Beta Phi.
 - Maintained grades with 20hour/week job throughout college.
 - Public Relations Chair for the Vanderbilt Yearbook.

