



CONTACT

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973-615-1563

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PORTFOLIO

www.nicoledrinkwater.com

SKILLS

Wordpress
Adobe Creative Suite
Microsoft Suite

AWARDS

Shortlisted for Branded Utility Effie
Shortlisted for David & Goliath Effie
Team P&G Gold Award for Best Idea
Team P&G Gold Award for Beauty & Sensibility
Silver MM+M Award for Use of Social Media
Shortlisted for Unilever Partner with Purpose
Social Impact Award
CHPA Self Care Marketing Awards Finalist:
Best Overall Social Media Campaign
Business Intelligence Group's PR & Marketing
Excellence Award for External Campaign of
the Year

EDUCATION

Syracuse University
S.I. Newhouse School of Public
Communications

NICOLE DRINKWATER

CREATIVE DIRECTOR

EXPERIENCE

- MAY '23-present** StrawberryFrog, Freelance Group Creative Director
Remote out of Austin, Texas
 - Brands: Truist, Pandora
- OCT '21-MAY '23** imre, Creative Director, Digital & Social
Remote out of Austin, Texas
 - Brands: Lumify, Biotrue, T.Rowe Price, Xulane, Yupelri, Tobi, Dilantin
 - Oversaw & mentored a team of writers, designers, & art directors to concept, create & sell in brilliant social media ideas rooted in strategy
 - Collaborated with cross-functional team leads & agency partners to build compelling, best-in-class social campaigns that grew clients' business
 - Led & helped win new business pitches across agency portfolios
 - Managed project scopes & fostered client relationships
 - Amplified company culture as president of the agency's women's business resource group
- DEC '16-OCT '21** Freelance Creative Director
Remote out of Austin, Texas
 - Brands: Jumeirah Hotels, Brand USA (Beautiful Destinations) - Rolex, Swarovski, Suave, Hellmann's (Wunderman Thompson) - Capital One, Enterprise (T3) - Clairol (COTY) - Essie (Barbarian) - Bumble
 - Directed look, tone & feel for multi-channel marketing campaigns that motivated customer behavior & told one narrative across touchpoints (TV, print, social, out-of-home, retail, PR)
 - Spearheaded concepts that met strategic business objectives & delivered against KPIs
 - Managed UX & creative teams in the development & optimization of social, digital & retail experiences
 - Grew & maintained network of creative freelance & production resources
- APR '16-NOV '16** Grey, Associate Creative Director
New York, NY
 - Brands: Clairol, Koleston, Venus
 - Expanded clients' thinking by crafting & presenting ideas for the platforms most relevant to their audience
 - Increased ROI for clients by creating holistic, content-rich campaigns
 - Managed & motivated creative teams to create inspiring work & collaborate with clients & agency partners
- MAY '14-APR '16** Grey, Senior Copywriter
New York, NY
 - Brands: Clairol, Covergirl, NFL Women's Apparel, Downy, T.J.Maxx, Pantene, My Little Pony
 - Wrote for print, digital, social, television, radio, & in-store
 - Managed omni-channel campaigns from concept to development & ran creative production on shoots
 - Won new-business campaigns for T.J.Maxx, Hasbro & Pandora
- DEC '13-MAY '14** Gotham, Senior Copywriter
New York, NY
 - Created fully integrated campaigns for the first time in Sunglass Hut's history
 - Wrote for print, digital, social, in-store, & video content
 - Developed a new, fashion-forward tone of voice for Sunglass Hut
 - Optimized relationships with agency partners & clients to make the work stronger & more effective