



# NICOLE DRINKWATER

## CREATIVE DIRECTOR

### CONTACT

Nicole Drinkwater  
12813 McNelly Trail  
Austin, TX 78732

973-615-1563

nicole.r.drinkwater@gmail.com

### 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

### EXPERIENCE

- OCT '21-present** imre, Creative Director  
Remote out of Austin, Texas

  - Brands: Lumify, Biotrue, T.Rowe Price, Xulane, Yupelri, Tobi, Dilantin
  - Oversee & mentor a team of writers, designers, & art directors to concept, create & sell in brilliant work rooted in strategy
  - Collaborate with cross-functional team leads & agency partners to build compelling, best-in-class social campaigns that grow clients' business
  - Lead & help win new business pitches across agency portfolios
  - Manage project scopes & foster client relationships
  - Amplify 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