



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

MAY '23-present
Remote out of
Austin, Texas

Freelance Group Creative Director/Copywriter

- Brands: Truist, Pandora, Essie, Maybelline, Core Hydration, Bai, Snapple, Convene, Mint House, St. Luke's Family Practice, Remote Legal
- Agencies: StrawberryFrog, Gotham, Lippe Taylor, Goodwork, MHD Group, Field Trip Dept
- Concept and develop creative campaigns for TV, print, social, CRM, ecomm, websites, experiential, events, and PR
- Deliver high-quality work in fast-paced environments with tight deadlines
- Partner with diverse teams across multiple disciplines to ensure cohesive and impactful creative execution

OCT '21-MAY '23
Remote out of
Austin, Texas

imre, Creative Director, Digital & Social

- 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
Remote out of
Austin, Texas

Freelance Creative Director

- 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
New York, NY

Grey, Associate Creative Director

- 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
New York, NY

Grey, Senior Copywriter

- 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