

# KATHERINE AUGUSTON

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## EXPERIENCE

2016 - Current

### **CARROT CREATIVE, A VICE COMPANY CREATIVE DIRECTOR**

Creative Director and manager for Netflix, Clinique and TRESemme.

2014 - 2016

### **KIRSHENBAUM, BOND, SENECA AND PARTNERS ASSOCIATE CREATIVE DIRECTOR**

Manager, writer and creative director for the Goldman Sachs account, including recruitment and engineering websites, print executions, experiential, and social experiences. Other clients include audio brand Harman Kardon and Vanguard.

2011 - 2014

### **ATMOSPHERE BBDO, ASSOCIATE CREATIVE DIRECTOR**

Launched the global brand platform for Citigroup, created a site and live event that helps young advertising hopefuls break into the business and worked on a global 360 Olympics sponsorship campaign for Visa. Mentored junior creatives and picked up some awards along the way.

2009 - 2011

### **DIGITAS, SENIOR COPYWRITER**

Developed online marketing and promotional campaigns, ads, direct mail, mobile apps and site experiences for American Express. Highlights include an online social gaming experience, a mobile shopping app and the rebranding of their most prestigious luxury Card.

2007 - 2009

### **MCGARRY BOWEN, COPYWRITER**

Concepted and executed work for clients like Marriott, Martha Stewart and Century 21. Managed teams, won new business pitches and helped grow the company's digital arm.

2006 - 2007

### **G2 DIRECT AND DIGITAL, COPYWRITER**

Worked on sites and banners for Bristol Myers Squibb brands. Contributed to winning pitch for BMW Financial Services, and got to do some fun writing for Mini Cooper.

2004 - 2006

### **DENTSU, JUNIOR COPYWRITER**

At my first NYC ad agency, I was lucky to work on traditional campaigns for Toyota and Canon. Had great mentorship from my ACDs, and saw my full-page ads in the Wall Street Journal and The New Yorker. Pretty cool.

## CLIENTS

Netflix, Clinique, TRESemme, Goldman Sachs, Harman Kardon, Visa, HP, Campbell's Soup, Qualcomm, Citi, the Ad Council, American Express, Marriott, Century 21 Real Estate, Martha Stewart, US Olympics Committee, Bristol Myers Squibb, BMW Financial Services, Toyota, Canon

## HONORS

Cannes Lions, The One Show, W3 Awards, Caples, Pixel Awards, FWA Mobile site of the Day, Shorty Awards, Webby Nominee, Google Creative Sandbox, Contagious Magazine

## EDUCATION

School of Visual Arts, Continued Studies in Advertising  
C.W. Post, B.A. English