

CASSIE ELLIOT

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INTRODUCTION

- Creative director 20+ years — managing multiple teams on multi-million-dollar accounts at leading global and mid-sized agencies
- Conceptual — TV, digital, social media, video production, print, direct mail, outdoor and collateral across a spectrum of industries
- Excellent at idea generation, strategy & brand development, brand positioning and all aspects of consumer, advocacy and issue-based advertising
- Management of challenging budgetary and timing constraints
- Consistent reporting to upper leadership
- Developed strong/collaborative client relationships and organic growth

EMPLOYMENT

3/2017 – Present Freelance	Creative Lead, Freelance Writer AmeriCass Advertising LLC
12/2019 – 4/2025 Fulltime	Associate Creative Director/Writer Accenture Federal Services
4/2019 – 12/2019 Freelance	Writer/Creative Director Accenture Federal Services Edelman Sapient Qorvis Communications
7/2009 – 8/2018 Fulltime	Vice President, Creative Director Qorvis Communications Accounts: AAMCO, the Alzheimer’s Association, ManTech, the CIA Officers Memorial Foundation, Mayo Clinic, the Government of Fiji, ACAP. Previous Accounts: Huntington Ingalls Industries, Alpha Natural Resources, Society for Human Resources Management (SHRM), South Jersey Gas, American Chemistry Council, the National Safety Council and the Embassy of China.
3/2009 – 7/2009 Freelance	Writer/Creative Director The Discovery Channel: TV spots for Jon & Kate Plus Eight, Deadliest Catch and Jockeys CurrentMarketing, Louisville, Kentucky: The Kentucky Derby Festival and RELAX Wine.

8/2004 – 3/2009 Fulltime	Vice President, Creative Director Wunderman, DC (formerly RTCRM) Accounts: Abbott Laboratories (HUMIRA and TRILIPIX). ▪ Creative lead on the rheumatoid arthritis, psoriatic arthritis and Crohn’s indications for HUMIRA across communication channels including brand awareness, acquisition, conversion and retention. ▪ Participated in development and execution of patient research to uncover differentiating insights. ▪ Leveraged emotional insights to develop high touch, high impact educational materials to support new patients during critical on-boarding phase of product use. ▪ Grew revenue on the HUMIRA account 136% in 3 years. ▪ Created launch campaign for the TRILIPIX brand including positioning statements, campaign concepts and consumer launch tactics. ▪ Managed and mentored multiple creative teams in developing relationship marketing tactics against a strong brand concept. ▪ Consistently tasked to work on and participate in new business pitches.
11/2003 – 8/2004 Freelance	Associate Creative Director/Senior Writer Saatchi Consumer Healthcare Accounts: AstraZeneca (NEXIUM), Amgen/Wyeth (ENBREL). Digitas, Inc Accounts: AOL. Wunderman Worldwide Accounts: Pfizer (ZYTEC) ▪ Oversaw the development of copy and art day-to-day on multiple accounts. ▪ Consistently created effective, innovative and original solutions to clients’ marketing problems with challenging timelines and budgetary limitations. ▪ Copywriter on multiple projects, often writing long-format.
1/1999 – 10/2003 Fulltime	Vice President, Associate Creative Director Lieber, Levett, Koenig, Farese & Babcock (LLKFB) Accounts: Celebrity Cruises, Hayward Pool Products, Johnson & Johnson Pediatric Institute, Coach, Leo Schacter Diamonds, Sanofi/Bristol-Myers Squibb (PLAVIX), Abbott Laboratories (MERIDIA), Pfizer (VIAGRA and CELEBREX), Forest Health (BARIATRIC TREATMENT CENTERS) and JP Morgan Chase. ▪ Provided strategic leadership to multiple creative teams. ▪ Played instrumental role in winning new business, including VIAGRA and Forest Health. ▪ Supervised multiple teams day-to-day and ensured the integrity of work from concept through execution. ▪ Regularly attended medical/regulatory meetings for pharmaceutical accounts.
11/1995 – 1/1999 Fulltime	Copy Supervisor Grey Direct Accounts: Microsoft, Aetna, Chase Manhattan Bank, Audi, BMG and Brown & Williamson ▪ Supervised creative teams and approved and sold creative concepts to Creative, Account Management and clients. ▪ Created and wrote provocative cross-sell campaign for Microsoft with 20 segmentation modules. ▪ Played integral role in interviewing, hiring, training and mentoring junior creative staff.

2/1992 – 11/1995 Fulltime	Senior Copywriter McCann Direct Accounts: RJR, Carnation, AT&T, Johnson & Johnson, 800-FLOWERS, Nestle and AFLAC Insurance. - Created and wrote TV, print, direct mail and collateral for all accounts. - Worked closely with broadcast department to learn all aspects of TV production and attended multiple shoots.
1/1991 – 2/1992 Freelance	Copywriter McCann Direct Accounts: RJF, Carnation, NY State Tourism, AT&T. Ogilvy & Mather Direct Accounts: AT&T, American Express. Young & Rubicam Accounts: AT&T, Dr Pepper.
1990 – 1991 Fulltime	Copywriter Margeotes, Fertitta & Weiss Accounts: Godiva, Haagen Daz, Business Week, Cunard, NYC Against Racism.
1987 - 1990 Fulltime	Copywriter Leo Burnett, Hong Kong Accounts: United Airlines, Philip Morris, Elizabeth Arden, Hong Kong Telephone, Regent International Hotels and Kellogg's.

AWARDS

- Platinum Hermes - AAMCO
- Hermes Honorable Mention – The Alzheimer’s Association
- Bronze Telly – Huntington Ingalls Industries
- Two Gold Addys - AAMCO
- Silver Addy - AAMCO
- One Gold and three Bronze Tellys – Massey Energy

EDUCATION

Sarah Lawrence College Bronxville, NY	BA degree in Fiction Writing and East Asian Studies
Yale-In-China Sha Tin, Hong Kong	One of 25 members accepted for a year abroad at the Chinese University of Hong Kong Independent travel included: China, Tibet, India, Burma, Sri Lanka, Japan, Thailand, Malaysia, Nepal, Australia and the Philippines.

INTERESTS

Bicycling, golf, black and white photography, making lasagna.

REFERENCES

Available upon request.