

KATHI STARK

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Portfolio
kathistark.com

Financial

CSAA
Visa
Citi
Goldman Sachs
American Express
Vanguard
TIAA
Capital One

Automotive

BMW
Volvo
Rolls Royce

Healthcare

Medtronic
Allergan
Glaxo Smith
Abbot (Humira)
Weight Watchers
Hospital for Special Surgery

Telecom/Technology

TE Connectivity
Harman Kardon
Cablevision
Windstream

Travel

World of Hyatt
Netjets
Virgin Atlantic
Waldorf-Astoria

Non-profit/Educational

AARP
American Cancer Society
92nd St.Y/Makor
Liberty Science Center

Food Brands

Boar's Head
Sweet "N" Low

Dining and Entertainment

Ruth Chris Steak House
Oscar's and Peacock Alley
Disney on Ice, Disney Live

Copywriter/Creative Director with broad integrated background.
Skilled at concepting, strategic thinking, client interaction and creative supervision.

Freelance 2016 – 2018, 2021- Present

- Deloitte Digital – CSAA Insurance policyholder and acquisition campaigns, Medtronic physicians communications
- Cosgrove Associates – Campaigns for Visa Infinite, Signature, Debit and Prepaid Cards, NY Life DM, Barclaycard AAdvantage Aviator video and OOH campaigns
- Taxi – Velo women's campaign, Vuse Wraps promotions
- Grey Advertising – Ally Bank digital/social, Volvo CRM, AARP digital, Glaxo Smith Kline whooping cough website
- Solutions Group – TIAA online video series, AIG corporate materials
- Mindstream Media – American Express CRM initiatives

Forsman & Bodenfors (formerly KBS) Associate Creative Director 2019 – 2021

- Developed complete stream of CRM materials for World of Hyatt loyalty program
- Helped create new Hyatt branding guidelines with complete look, tone and feel
- Created social campaigns for Goldman Sachs recruitment and philanthropic initiatives
- Developed B2B cardholder communications for American Express

Publicis, Associate Creative Director, 2017 – 2019

- Led CRM and digital initiatives for the Citi account
- Directed a remote team in Dallas and Canada
- Helped create the first-ever Voice App for Citi Entertainment
- Developed holiday promotions for Walmart

Kirshenbaum, Bond, Senecal (KBS), Associate Creative Director, 2006 – 2016

- Worked on a variety of agency accounts including BMW, Vanguard, Boar's Head, Netjets, Weight Watchers and Goldman Sachs, in multiple disciplines: digital, TV, radio, print, CRM
- Developed successful CRM initiatives for BMW including i8 DM package presented at Global Alliance Workshop to be used internationally
- Developed new TV and OOH campaign for Vanguard's NY State 529
- Helped pitch and win Allstate Insurance digital account
- Creative lead on Weight Watchers reactivation – beat client goals by 35%
- Developed complete patient communications stream for Humira CRM
- Led CRM initiatives for Rolls-Royce
- Helped pitch and win the Weight Watchers account
- Developed multiple winning DM initiatives for Capital One
- Helped pitch and win the Cablevision account

Pedone Advertising, Sr. VP, Creative Director, 1994 – 2005

- Ran CRM creative group within general agency
- Developed marketing materials for Goebel collector's club including website and magazine that was key driver of enrollment and retention
- For Ruth's Chris Steakhouse, developed customer loyalty program
- Helped pitch and win Valley National Bank account

FCB – Creative Supervisor

Ogilvy – Copy Supervisor

Awards – Effie, Caples, Echo, FCS Portfolio Award

Colgate University, BA English