

# JOSH O'DELL



## CONTACT

Westminster, CO 📍

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joshodellcreative.com 🌐

## EDUCATION

### Univ. of Colorado, Boulder

MFA, Creative Writing

BFA, Film

BA, English

## EXTRAS

Story and screenplay scribbler. Writer of children's book about talking mustaches. Sneaker fiend. CASA volunteer. Homemade ice cream aficionado.

## CREATIVE DIRECTOR | WRITER

Proven creative lead and copywriter with 10+ years' experience developing and collaborating on strategic creative solutions. Experienced with existing and new business. Client advocate. Dynamic pitch person. Mentor to creative staff. Honest and accountable. Always looking to improve—myself and the work. Video production veteran. Former creative writing teacher. Both independent doer and inspiring, supportive teammate.

## EXPERIENCE

### 8.15 - Present | Centerline Digital | Content Marketing Agency

Copywriter ('15) | ACD ('16 – '18) | CD ('18 – Present)

Creative lead for campaigns, and stand-alone video and digital projects. Guide concept workshops and oversee concept development. Pitch person for client presentations and project lead from start to finish. Partner with account colleagues to maintain account health. Mentor to junior staff. Manage and collaborate with CDs, ADs, writers, animators, editors, designers, and composers. Occasionally make people laugh.

Clients include: IBM, Ping Identity, CenturyLink, GitLab, The Weather Company, PayPal, Dropbox, Lowe's, Flag & Anthem

Highlights:

- Led creative pitch to Ping Identity—winning \$3M awareness campaign—and entire award-winning creative output
- Head of employee-led creative culture initiative with the aim to hone our creative philosophy, foster creative thought agency wide, and amplify our creative culture externally

### 9.12 - 8.15 | Geomagic | 3D Tech Company

Creative Copywriter

Writer/producer for internal agency. Concepted and executed creative product videos, interactives, ads, and case studies.

### 2.11 - 9.12 | Mercury Z | Consulting

Marketing Communications Specialist

Authored and designed marketing materials, print ads, web copy, and presentations.