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**Executive Director, Marketing, Atria Wealth Solutions**

San Diego / 2020 - current

Role responsibilities: oversight of all marketing recruitment efforts including B2B financial institution initiatives and D2C independent advisor initiatives. Concepts and creative/writing for multiple ongoing brand campaigns + strategic, results-oriented launches.

Creative direction and mentoring of team members (art directors, copywriters, digital strategists and designers), partnering with internal stakeholders and external agencies, media strategists and placement partners. Budgeting and planning for staffing and software. High-growth focus, reporting to CMO.

**VP/Creative Director, Audacity Health**

San Diego / 2019 – 2020

Accounts: Multiple biotech and life sciences clients, including Thermo Fisher, Nellcor, Quest Diagnostics, launch of Inscripta/Onyx Platform, plus new business.

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OC + SD + LA / 2006 - 2019

**MiresBall, San Diego: 7+ years relationship including** Shure audio new brand voice content, blue chip technology client, wealth management client and others - video, print, online, mobile, outdoor and international for consumer, B2B and internal audiences.

**Traffik, Irvine: 5+ years relationship including** Blue Shield open enrollment campaigns for Rhode Island and Vermont, EasyChoice CA launch campaign, blue-chip insurance client, millennial brand launch/site, healthcare/medical clients, blue-chip int'l security client, casino client, all mediums.

**Pfister, Orange County: 6+ years relationship including** luxury category brand and storytelling copy, multiple long-copy online article + email campaigns for both B2B and D2C audiences, new product launches.

**BSXInsight, Austin TX: Successful sports technology brand launch,** digital, packaging and mobile. Business has now been purchased, working with referral client on another private equity new business launch.

**BXC, Dana Point: 8+ years relationship including** Buderflys concepts and copy for launch, BodyLab women's fitness print, digital and video. Lioness, startup positioning and branding, tagline, product naming and style guides.

**Clark's Botanicals, NYC:** Brand voice, UX redesign and site content.

**Grupo Gallagos, Huntington Beach:** JC Penney TV, rebranding.

**Chrysalis, Laguna Hills:** Telecom clients, B2B and B2C.

**Heil-Brice, Irvine: 2+ years relationship including** grocery client and subsidiaries branding/rebranding campaigns, Cirque Du Soleil long-copy editing for travel industry

**Greenhaus, San Diego:** Real estate, large-scale 'placemaking' concepts and community branding.

**Close the Gap, La Jolla:** Hospitality tech startup, strategy and positioning, UX content, mobile.

**Experian Consumer Direct, Irvine:** Digital, UX and optimization, membership marketing, longform + blog, white papers.

**Prana, Carlsbad:** Yoga and fashion category, digital, catalog and PR.

**Dreamentia, LA:** LAX corporate clients.

**Creed Strategic Image, Venice:** Frederic Fekkai, direct to consumer brand launch.

**Idea Hall, Costa Mesa:** Real estate, education, finance and pet wellness categories strategy, brand platform, brand voice and copy.

**Vision Design, Long Beach:** The Art Institutes Schools campaign.

**DirectTV, LA:** Awards event print campaign.

**Synergy, Irvine:** Milton's brand strategy and copy.

**Additional Locations:**

**Razorfish, Portland:** Weight Watchers, Orchard Bank.

**DraftFCB, Chicago:** 9 months "permalance" including Kmart, Motorola, Kraft Products.

**Inova Payroll, Nashville TN:** Content creation, online article research and ghostwriting.

**Carlson-Wagonlit, Paris:** International Meetings & Events division B2B campaign. Contacted by previous Brand Manager counterpart in LA.

**EarlySense, Israel:** New product launch concept and language testing, product strategy.

**VP/Associate Creative Director, McCann Worldgroup**

**L.A. / 2001 – 2006**

Accounts: Multiple Nestle food, beverage and pet products accounts; TV and print campaigns. Pepperdine University rebranding campaign, IHOP restaurants TV, CA Science Center print and alt. media, Pacific Institute for Women's Health outdoor and social media.

**Associate Creative Director, Leo Burnett Worldwide**

**Chicago / 1995 – 2001**

Accounts: TV, print and outdoor for Reebok, Nintendo, P&G products, Allstate, Oldsmobile, Vileda, The Greater Chicago Food Depository and others.

**\*Previous Miami Ad School guest teacher, past Porsche OC autocross instructor, BMW and SCCA autocross driver, current PSP peer caregiver mentor, previous UU Laguna Beach board member, tennis player and scuba diver. Pro bono writing on request.**