

CREATIVE DIRECTOR / COPYWRITER / BRAND STRATEGIST

# Hi there! I'm Blythe Green.

I'm a highly strategic Creative Director/Copywriter with a keen eye for design and nearly 9 years of experience working collaboratively with teams of all sizes. I've tackled high-profile clients and countless new business pitches at large agencies. I've built tone and voice guidelines from scratch at small start-ups. I've sold in crazy ideas that made headlines at global PR firms. And I've been running a side biz since 2016 where I've taken on every role imaginable, most recently as a Type Designer. **TL;DR: I've got what it takes.**

## Experience

### FREELANCE CREATIVE DIRECTOR (COPY) | 2021 - PRESENT

- Develop headline-earning ideas for agencies and in-house brands
- Provide copywriting & strategic ideation for video content, brand activations, stunts, rebrands, website/app builds, packaging, etc..
- Gracefully oversee junior and mid-level creatives ensuring the brand vision and goals are front of mind
- Work alongside clients to establish a brand narrative and ensure consistency when implementing the revised tone across platforms
- Provide mentorship & guidance to creatives breaking out in the biz

### BLYTHE GREEN STUDIO | Founder + Designer | 2020 - PRESENT

I run an e-commerce business selling typefaces and prints. I've played the role of type designer, writer, illustrator, strategist, graphic designer, UX designer, social media manager, content creator, accountant (lol), web developer, lead generator, customer service agent, administrative assistant and CRM manager. I have personal experience establishing and branding a company from the ground up and taught myself everything I have needed to know.

### FLEX | Senior Copywriter | 2020-2021

- Contributed scripts & content ideation for paid & organic social videos
- Crafted and implemented a tone and voice guide that raised the standards for the company's external communications
- Regularly contributed 1,000- to 3,000-word articles to the blog, tackling subjects like periods, sex, and everything in between
- Completely reconstructed outdated email sequences with fresh content and copy that increased click-through rates by 1-3%

### FCB JOHANNESBURG | Copywriter | 2019

In a 6-week stint, I jumped into projects within an entirely different cultural context and strategically executed scripts, brand launches, and 360 campaigns with poise.

### FCB CHICAGO | Copywriter | 2017-2020

- Ideated countless PR stunts, film, and social concepts, and 360-campaigns that helped brands break through the noise
- Contributed strategic & creative ideas to help win 5 new business pitches
- Was a member of the core creative team for Boeing during one of the most tumultuous times for the brand

## CONTACT

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## EDUCATION

### 2015

BA Marketing + Fine Arts  
Washington State University

### 2016

Copywriting  
Chicago Portfolio School

## CLIENTS

Archer Roose, Boeing,  
Bud Light, Canon, Chegg,  
Flex, Getty, GE, Glad,  
HomeGoods, Marshalls,  
Michelob Ultra, Pine-Sol,  
Richards Rainwater, RXBAR,  
Softdisc, The Roof Crop,  
Tapestry, T.J.Maxx, Toyota,  
Valspar

## CREATIVE SKILLS

- 360 Campaign Ideation
- Brand Strategy
- Concept Development
- Copywriting
- Copy Strategy
- Creative Direction
- Creative Strategy
- Email Marketing
- Experiential Activations
- Graphic Design
- Integrated Marketing
- Video & TV
- Social (Paid/Organic)

## TECHNICAL SKILLS

- Adobe Creative Suite
- Asana
- Figma
- Glyphs
- Google Suite
- Quickbooks Online
- Shopify
- Trello