



# OLIVIA COOPER

**Creative Director + Lead**

## ABOUT ME

I'm passionate about using my creativity to make a positive impact. I began as a copywriter, and, as more responsibility was given to me, quickly learned graphic design from some of the best designers in the world. Today, I use my collective skills and seasoned eye to guide teams towards change-making creative.

## EXPERIENCE

### Creative Director

#### Graph Brands | 2021 - 2023

Led a team of freelance creatives to create branding materials for mission-driven startups.

#### Baldtin & Obenauf | 2021

Led a team of creatives to develop corporate communications, internal marketing, and advertising for clients.

### Senior Creative

#### Wunderman Thompson | 2015 - 2016

Collaborated with various teams to create award-winning ads and marketing campaigns. Clients: Häagen-Dazs, Schick, Tylenol, Zyrtec, Puma.

#### Gates Creative | 2014 - 2015

Collaborated with a creative team to create advertising, CRM, and marketing campaigns. We delivered concepts to execution. Clients: Ann Taylor, Google.

### Full-time MBA & Parent

#### COVID | 2020 - 2021

Made the best of a world-changing event. Clients included one hard-working husband and two small children.

#### Sustainability MBA | 2016 - 2018

After years of empowering brand growth, I learned how to empower brands to grow more responsibly.

### Freelance Copywriter

#### Senior Copywriter | 2012 - 2014

Developed copy and creative concepts for ads, branding, marketing, UX, and CRM. Clients: Shutterstock, NOOK, Guess?, Inc., Indiewalls.

#### Copywriter | 2009 - 2012

Agencies: Laird + Partners, Omelet LA  
Brands: Makerbot, Mott's, SJP Fragrance, Hilton, Deus X, Zhu-Zhu Pets, The Oscars.

## EDUCATION

#### MBA in Sustainability

Bard College | 2018

#### BA Communications

College of Charleston | 2010

## CONTACT

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