

COURTNEY KRISE

CREATIVE DIRECTOR

ABOUT ME

Creative Director with 13+ years building integrated campaigns, brand platforms, and creative systems for global brands. Experienced leading teams and partnering across strategy, account, and production from concept through execution.

EDUCATION

Syracuse University
Newhouse School
B.S. Advertising

SKILLS

Creative Strategy
Campaign Development
Copywriting
Brand Storytelling
Creative Direction
Team Leadership
Client Presentations
Integrated Marketing
Mentorship
Illustrator
Photoshop
Procreate

EXPERIENCE

Creative Director

The Marketing Arm | 2024–2026

Caterpillar, Wendy's, Uber, Nintendo, Ocean Spray, Morgan Stanley

Led creative development for global brands spanning experiential, social, digital, OOH, and integrated marketing. Directed multi-disciplinary teams from concept through launch. Mentored creatives while maintaining a high standard of craft.

Associate Creative Director

The Marketing Arm | 2020–2024

Uber, Uber Eats, Nintendo, WNBA, California Lottery, New Business

Team and Project Management. Experiential. Digital. Social. OOH.

Sr. Copywriter

The Marketing Arm | 2016–2020

Blue Diamond, Philips, Frito Lay, New Business

Digital. Social. OOH. Experiential.

Copywriter

The Marketing Arm | 2014–2016

Blue Diamond, GameStop, Lifetime, Herbalife, Mars

Digital. Social. OOH.

Copywriter

Dailey Advertising | 2013–2014

Carnation Breakfast Essentials, Butterfinger, Dole

TVC. Digital. Social.

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