



KRISTOPHER COPELAND

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EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN
B.S. ADVERTISING, 2001
TEXAS CREATIVE PROGRAM

AWARDS, ACTIVITIES, ETC.

LOCAL, REGIONAL AND NATIONAL
RECOGNITION INCLUDING GOLD
AND SILVER ADDY AND DSVC
AWARDS, A GOLD MANNY AND AN
MM&M AWARD.

FOUNDING MEMBER OF THE FORT
WORTH CREATIVE COOPERATIVE.

CREATIVE TEAM LEAD AT
THE MOUNT CHURCH.

U9 GIRLS SOCCER COACH.

LAWN MOWING ENTHUSIAST.
(SELF-TAUGHT)

AWFUL HANDY WITH
ADOBE CREATIVE SUITE
AND MICROSOFT TOOLS.

PORTFOLIO SAMPLES AVAILABLE
AT KRISTOPHERCOPELAND.COM

REFERENCES AVAILABLE
UPON REQUEST.

JAVELIN AGENCY

associate creative director 2018–Present

- › Assist executive team on new business development and pitches.
- › Lead art direction of healthcare client work with Dallas & NYC teams.
- › Primary clients include Novartis, Citibank, PerkinElmer, AT&T.

GCG MARKETING

creative director 2014–2018

- › Led a diverse creative staff of 16 talented individuals through the ups and downs of a rapidly growing full-service agency with a demanding client base.
- › Inspired, nurtured and protected my team to ensure we delivered creative solutions that met deadlines, produced results and always exceeded high agency standards.
- › Met with executives from a range of industries to understand their marketing challenges and present strategic and creative recommendations.
- › Partnered with Account team to foster client relationships, define creative needs, budgets and timelines and assure all parties were aligned on vision.
- › Collaborated with fellow directors to manage operations, expand agency capabilities, implement new approaches, and foster a culture of creativity.
- › Primary clients included 7-Eleven, Pfizer, Black Eyed Distilling, Merz Aesthetics and PolyJohn.

associate creative director 2012–2014

- › Took on management role within the agency, overseeing six to eight creatives while remaining design lead for several accounts.
- › Heavily involved with campaign concepting, brand strategy and development, quality control and consistency, plus a little copywriting in a pinch.
- › Became lead presenter for agency creative as we built an impressive pitch close rate topping 80%.
- › Primary clients included Rheem, Ruud, Colonial Savings, Valeant Pharmaceuticals and Rahr & Sons Brewing.

senior art director 2007–2012

- › Conceptualized and created design solutions for key agency accounts.
- › Selected and managed vendors, directing photo and video shoots, overseeing press-checks and collaborating with production houses.

OMNIAMERICAN BANK

creative director 2002–2007