

LEXI CORN

THE DEAL

A creative director with a copy background. Equal parts artistic bravado and strategic prowess.

Fueled by double shots of espresso and tears of my enemies.

THE GOODS

- 16 years in advertising
- Five years in leadership
- Local and national award-winning work
- Broadcast, print, digital, social, audio, branded content and experiential creds
- Sport, hospitality, luxury, beauty, auto, B2B, CPG and tech brand experience
- One of Iris' 24 Brilliant Women of 2019

THE PREP

Kennesaw State University
B.S. Communication, 2004

THE RING UP

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<http://mostlexcellent.com>

CURRENT MOOD **CREATIVE DIRECTOR** Iris / ATL

CLIENTS: Reebok, Adidas, Lamborghini, Bentley, Shell, IHG, Airo Vapor, Ram Trucks, Vredestein, Great Dane, Ram Trucks

- Responsible for the creative well-being of \$2MM of annual revenue
- Developing insightful creative strategies and messaging platforms
- Crafting award-winning campaigns, content and brand experiences
- Leading new business pitches and client presentations
- Building mutually profitable relationships with clients and vendors
- Managing creative recruitment, resourcing, budgets and schedules
- Guiding the career development of all creative staff
- Writing manifestos, brand film scripts, long- and short-form copy
- Mentorship of full-time staff and interns

VINTAGE LABOR

COPY INSTRUCTOR

The Creative Circus / ATL
3Q Digital Copywriting

SENIOR COPYWRITER

Anthem / ATL
Clients: Newell Brands, CLEAR

SENIOR COPYWRITER

Southern Ground / ATL
Clients: Zac Brown Collective

SENIOR COPYWRITER

VML / NYC
Clients: Goldman Sachs, Campbell's

COPYWRITER

Moxie / ATL
Clients: Verizon, L'Oreal

JR. COPYWRITER

Ross Media / ATL
Clients: David McDavid Auto Group