



ELENA KOWALSKI

Creative Director

Senior Creative Director with 17 years across global brand, integrated campaigns, and in-house creative leadership. Built and scaled creative orgs at two companies, hired 40+ creatives, and led work for brands with media budgets in the eight figures. Strongest on translating a CEO's vision into a creative platform the whole company can use.

CONTACT INFORMATION



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EDUCATION

MFA, Design, School of Visual Arts, 2010

BA, English Literature, Rutgers University, 2007

KEY SKILLS

- Brand platform development and creative strategy
- Integrated campaign leadership across brand, digital, retail, and packaging
- Creative org design and team scaling (20+ person teams)
- Executive partnership with CMO, CEO, and product leadership
- Production budgeting and vendor negotiation (\$5M+ annual budgets)
- Pitch leadership and new business creative direction
- Creative coaching and CD/ACD career development
- Cross-functional collaboration with strategy, marketing, and product
- Brand systems and design language for global rollouts
- Content and motion studio operations
- Creative review and approval process design
- Performance creative and brand measurement partnership

PROFESSIONAL EXPERIENCE

- **Senior Creative Director, Global Brand, Aurelia Goods, Brooklyn, NY**
2021 – Present
 - Own creative for a \$380M consumer brand across brand campaigns, packaging, retail, and digital; report to the CMO.
 - Lead a 22-person team (design, copy, motion, photo/video, production) and a roster of 6-8 external partners.
 - Relaunched the master brand in 2022; the platform is now used across 14 markets and was credited internally with a measurable lift in unaided awareness.
 - Restructured the creative org from project-based pods to a discipline-led model, cutting average campaign turnaround from 11 weeks to 7.
 - Set the annual creative budget (~\$6.8M) and renegotiated three production partner contracts, saving roughly \$740K a year.
- **VP, Creative, Marlowe & Finch (agency), New York, NY**
2017 – 2021
 - Led creative across four client teams, including two Fortune 500 CPG accounts.
 - Hired and scaled a motion and content studio from 2 to 11 people in 18 months.
 - Won Cannes Bronze and two One Show pencils for a sustainability campaign with a packaged foods client.
 - Acted as creative lead on pitches representing roughly 60% of new business revenue during tenure.
 - Coached 4 ACDs into CD roles, two of whom now lead practices at other agencies.
- **Creative Director, Stonebridge Creative, New York, NY**
2013 – 2017
 - Led brand and campaign work for fashion, beauty, and hospitality clients.
 - Directed a hospitality rebrand that rolled out across 9 properties and 3 sub-brands.
 - Built the agency's first brand strategy practice in partnership with a strategy hire.
 - Grew billings on the agency's anchor account from about \$1.1M to \$2.6M over three years.
- **Associate Creative Director, Stonebridge Creative, New York, NY**
2010 – 2013
 - Led integrated campaigns for two beauty clients, including print, OOH, and early social.

- Mentored a team of 5 designers and copywriters.
- Helped redesign the agency's creative review process to include strategy sign-off before concept reveal.