

KRISTIN MARSOLI

AWARD-WINNING COPYWRITER, CREATIVE LEADER, STRATEGIC THINKER

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20+ YEARS WRITING EXPERIENCE INCLUDES:

RETAIL, WEBSITES, TV, RADIO, CONCEPTS, MARKETING MATERIALS, BLOGS, SOCIAL, EMAILS

EXECUTIVE CREATIVE DIRECTOR, COPY

Inspired Thinking Group (ITG), 2024 - present

- Lead all copy and design efforts for retailer's marketing campaigns, earned and owned channels, video, radio and TV that resonate with target audiences and deliver on KPIs
- Develop copy that adheres to brand style guide in personality, tone and voice
- Write copy across all customer touch points, adjusting message to deliver results within specific mediums
- Ideate concepts and programs to support retailer objectives to build basket and increase brand awareness

COPY & BRAND DIRECTOR

Northstar Fertility (Circle Surrogacy, Growing Generations, Everie Egg Donation, Surrogacy.com) 2017-2024

- Built content strategy for four leading fertility brands, executed across web, digital and social media, email and print
- Increased lead generation by 300% by managing all paid marketing efforts for surrogacy brand. Reviewed data insights and wrote copy to optimize media and email programs. Agency saw the most leads in history 2021 through 2024
- Developed content for 3 websites; launched 4 sites within 5 months. Lead content strategy and creation for 2 new brand websites and 1 site refresh; built content calendars for optimized for SEO, including editorial, video and images
- Ideated and wrote engaging content for marketing materials, websites, blogs, social media, video and email
- Led a team with empathy, and mentored direct reports to improve quality of work and skill sets, providing opportunities for growth

CREATIVE & COPY DIRECTOR

Catapult Marketing

2005-2017; other roles included Copywriter, Sr. Copywriter

- Wrote creative concepts, digital and print copy for variety of clients, including CPG, Retail, Luxury Goods and more
- Developed creative campaigns and new business pitches
- Present creative ideas to internal teams and senior level clients

COPY MANAGER

Filene's, The May Company

- Copy edited and proofread all copy and content for retailer including fashion and home
- Wrote copy for direct mail, website, postcards, event signage
- Attended Presidential reviews of seasonal merchandise to inform content

EDUCATION

STONEHILL COLLEGE

Bachelor's Degree in
Communications and English

HARVARD

Graduate Certificate in Writing

AWARDS

GOLD REGGIE AWARD (2017)

Game Show video series for retailer

TELLY AWARDS (2025): 2 SILVER & 1 BRONZE

TV campaigns for retailer