

KRISTIN MARSOLI

AWARD-WINNING COPYWRITER, CREATIVE LEADER, STRATEGIC THINKER

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Expert in developing impactful marketing campaigns that deliver on brand strategy and drive engagement. Master storyteller who is passionate about creating authentic connections in your brand's voice. Creative leader with experience in crafting compelling content across a variety of industries including retail, fertility, and CPG.

SKILLS Copywriting | Content Strategy | Digital, Social, Paid Marketing | TV & Radio Scripting | Content Creation
Creative Direction | Mentoring | Presentation Skills | Strategic Thinking | SEO | Team Management

CREATIVE DIRECTOR, COPY Inspired Thinking Group (ITG), 2024 – present

- Spearheaded all copy and design initiatives for retailer's marketing campaigns across earned and owned channels, video, radio, and TV, ensuring alignment with target audiences and achievement of KPIs.
 - Seasonal program grew sales 126% in one month
- Crafted compelling copy that adhered to brand style guidelines in personality, tone, and voice, driving consistency and engagement.
- Adapted messaging to maximize impact within specific mediums.
- Conceptualized innovative ideas and programs to support the retailer's objectives, enhancing basket size and increasing brand awareness.

COPY & BRAND DIRECTOR Northstar Fertility, 2017–2024

- Devised a comprehensive content strategy for four leading fertility brands, executing across web, digital, social media, email, and print platforms.
- Achieved a remarkable 300% increase in lead generation by overseeing all paid marketing efforts for the surrogacy brand, utilizing data insights to write optimized copy for media and email campaigns, resulting in the highest lead volume in the agency's history from 2021 to 2024.
- Engineered content for three websites; launched four sites within five months, leading content strategy and creation for two new brand websites and one site refresh, while establishing content calendars optimized for SEC that included editorial, video, and images.
- Conceived and crafted engaging content for marketing materials, websites, blogs, social media, video, and email channels.
- Led and mentored a team with empathy, enhancing work quality and skill sets while providing opportunities for professional growth.

CREATIVE & COPY DIRECTOR Catapult Marketing, 2005–2017; started as Senior Copywriter

- Developed innovative creative campaigns and compelling new business pitches.
- Wrote action-inducing copy across print, digital, social, video and TV
- Managed over \$5MM of client business; clients included: M&M'S, Snickers, Kellogg's, Family Dollar, Lysol, Subway, Swarovski
- Go-to presenter of creative ideas to internal teams and senior-level clients.

RETAIL COPY MANAGER Filene's, The May Company, 1998–2005

- Edited and proofread all copy and content for the retailer for fashion and home categories.

AWARDS Gold Reggie: 2017, Retailer Game Show Series; Silver Telly (2) and Bronze Telly (1): 2025, TV spots

STONEHILL COLLEGE Bachelor's Degree in Communications and English

HARVARD Graduate Certificate in Writing