



# LISA NORRIS


## CREATIVE DIRECTOR

### CONTACT

 [lisajnorris.com](http://lisajnorris.com)

 [lisajoelle@gmail.com](mailto:lisajoelle@gmail.com)

 954.646.3346

 Denver | remote

### SKILLS

Creative Direction, Content Strategy, Copywriting, Voice & Tone Development, Social Playbooks, Presenting, Deck Storytelling, Social & Digital Content Production, Mentoring & Coaching, SOW and Staff Plan Oversight, Integrating AI Tools Into Workflows, Google Slides, Keynote, Adobe CC, Case Study Direction and Writing

### EDUCATION

#### Chicago Portfolio School

Copywriting, 2011

#### University of Florida

Advertising, 2009

### RECOGNITION

CLIO  
SHORTY  
ADDY  
DIGIDAY  
OMMA  
PROMAX  
GUINNESS WORLD RECORDS  
COLLIDER.COM

### ABOUT

I'm Lisa, a creative director with a background in copy and 13 years of agency experience across traditional, digital, and social media campaigns. Currently, I lead multiple creative teams specializing in crafting strategic social stories, stunts, and content for brands. Based in Denver, but happy to relocate.

### WORK EXPERIENCE

#### Creative Director 2020-Present

MOVEMENT STRATEGY, REMOTE

Lead social-centric campaigns and evergreen social content for various Paramount+ and Showtime titles, Prime Video brand social handles, Masterclass, and new business pitches. Recent win: Spotify Podcasts + Audiobooks

- *Skills beyond the published work: my passion for mentoring creatives and leading teams, strategizing big picture marketing plans and team structures, and identifying opportunities to challenge the status quo.*

#### Associate Creative Director 2018-2020

#### Senior Copywriter 2017-2018

#### Copywriter 2016-2017

MOVEMENT STRATEGY, DENVER

Concepted and wrote organic and paid social campaigns and content for Klarna, CorePower Yoga, Cricket Wireless, TruTV, and various Netflix brands and titles across Instagram, TikTok, YouTube, Twitter, Reddit, and Facebook.

- *Skills honed: a love for deck building and storytelling, presentation pitching, client communications, concepting and executing integrated campaigns ranging from small to large productions.*

#### Copywriter 2013-2015

DIGITAS, CHICAGO

Wrote copy for digital (social, web, email) and direct mail marketing campaigns for Sprint and new business pitches.

- *Skills acquired: mastered the nuances of writing effective CTAs, how to craft fresh headlines and body copy for the same ol' sales, and gracefully navigate legal copy requirements.*

#### Junior Copywriter 2011-2013

FCB, CHICAGO

Wrote copy for 360 marketing campaigns for Jack Daniel's, El Jimador Tequila, Meow Mix, Milkbone, and Think! Protein Bars.

- *Skills acquired: said yes to every opportunity, learned how to be a reliable partner for art directors, a proofreader for all, and how to write print, OOH, in-store, digital, and social ads.*