

NATASHA O'ROURKE

CREATIVE DIRECTOR/COPYWRITER
NATASHAOROURKE.COM

PROFILE	I have over 25 years of in-house and agency experience building brands, driving growth, and developing strong teams.
EXPERIENCE	Creative Director McGarrah Jessee 2022-present Led design and campaign rebrand for Frost Bank, co-creative lead on Frost, experience on Deep Eddy Vodka and Masterclass. Creative Director Freelance 2021-2022 Launched Ruth Bader Ginsburg Hospital and Wander game/site for teen mental health, worked on UNC Business School, Brighthouse Financial, and Topic TV. Creative Director Maidenhouse & John Hancock 2018-2021 Managed/mentored six direct report art directors and copywriters, helped launch revamped customer-centric designed johnhancock.com, created JH's first brand podcast. Associate Creative Director, freelance 2016-2018 Including: Blue Cross/Blue Shield for Partners & Simons, Hasbro/Nerf for ELEMENT, Cambridge Trust for PJA, Johnson & Wales for Forge Associate Creative Director, PJA 2015-2016 Lead writer on Mimecast, Straight Talk wireless, Thomson Reuters, Equinix. Gained experience in B2B marketing, especially Tech and Pharma Associate Creative Director/Senior Copywriter, Connelly Partners, 2013-2015/2008-2013 Lead writer on Tufts Health Plan, MA Office of Travel & Tourism, American Tourister, al fresco chicken sausages & Salem Five Bank Copywriter, DraftFCB, 2003-2008 Worked on Nivea for Men, Eucerin, Starbucks, Jamaica Tourism Board, Planters, Oreo, & Diet Coke, among others.

EXPERIENCE

VP Account Director, DraftFCB, 2002-2003

Learned strategy and client management, and everything there is to know about Jell-O. Met Bill Cosby.

Account Executive, DMB&B/D'Arcy, 1997-2002

Worked on big P&G brands, helped launch Swiffer, followed Creatives around, wrote first (terrible) ads for The DMB&B Way to the Bar, our weekly happy hour

EDUCATION

Adhouse NYC

Including classes taught by: Greg DiNoto, Gerry Graf, Wayne Best and Jeff Kling

Dartmouth College

Bachelor's degree in Psychology