

# NATASHA O'ROURKE

CREATIVE DIRECTOR/COPYWRITER  
NATASHAOROURKE.COM

## PROFILE

I have 20+ years of in-house and agency experience building brands, driving growth, and developing strong teams.

## EXPERIENCE

### **Creative Director**

#### **Maidenhead & 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, led creative team for groundbreaking retirement and brand campaigns.

### **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.

### **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