



LEXI CORN

CREATIVE // DIRECTOR

EXPERIENCE

CREATIVE MARKETING DIRECTOR // CZARNOWSKI COLLECTIVE 2023 - Present

- Lead a multi-disciplinary team in the end-to-end creation all internal and external marketing communications
- Develop positioning and branding for Czarnowski Collective and its four studios, on-board over 1k employees and execute the new guidelines across all owned channels
- Gather audience insights, create content strategy and direct creative execution of all CRM and social communications
- Develop targeted branded content for sponsorships and events
- Write and produce IP and thought-leadership editorials
- Implement processes and systems to streamline all marketing operations and create consistency in communications
- Work closely with sales and account teams to glean data-driven insights that inform creative and generate campaign goals
- Assist in the creation of capability showcases and pitch decks

CREATIVE DIRECTOR // IRIS ATL 2015-2023

- Responsible for the creative output on \$6M of revenue
- Developed insight-driven creative strategies and platforms
- Directed a team of art directors, designers, copywriters and developers in delivering award-winning campaigns, content and experiences
- Led new business pitches and client presentations
- Built profitable relationships with clients and vendors
- Managed creative recruitment, resourcing and budgets
- Guided the career development of creative staff
- Mentored full-time staff and interns
- Led several successful internal initiatives including Iris Atlanta's Internship Program, Creative Management Training and Take Your Mother to Work Day

DIGITAL COPY INSTRUCTOR // CREATIVE CIRCUS 2014-2017

SENIOR COPYWRITER // ANTHEM 2014-2015

SENIOR COPYWRITER // ZAC BROWN COLLECTIVE 2012-2014

SENIOR COPYWRITER // VML 2011-2012

COPYWRITER // MOXIE 2008-2011

JR. COPYWRITER // ROSS MEDIA 2004-2008

ABOUT

Atlanta-based creative made of equal parts artistic bravado and strategic prowess. Fueled by double shots of espresso.

- 678-907-9768
- lexi@mostlexcellent.com
- mostlexcellent.com

SKILLS

Creative Concepting	● ● ● ● ●
Team Management	● ● ● ● ●
Cross-Team Collaboration	● ● ● ● ●
Project Management	● ● ● ● ○
Presenting	● ● ● ● ●
MS Office // iWork	● ● ● ● ●
Google Workspace	● ● ● ○ ○
Act-On	● ● ● ○ ○
Monday	● ● ● ○ ○
Canva	● ● ● ○ ○

REVIEWS

- Driven
- Passionate
- Organized
- Infectious Energy
- Trusted Partner
- Empathetic
- Team Player
- Precise

EDUCATION

B.S. COMMUNICATION // KENNESAW STATE UNIVERSITY, 2004