

LEXI CORN

CREATIVE DIRECTOR

THE DEAL

ATL-based creative director with a copy background. Equal parts artistic bravado and strategic prowess. Fueled by double shots of espresso and the tears of my enemies.

THE GOODS

- 18 years in advertising
- Six years in leadership
- Locally and nationally recognized work
- Creds include broadcast, print, digital, social, audio, content and experiential
- Experience with sport, hospitality, luxury, beauty, auto, B2B, CPG and tech

THE PREP

Kennesaw State University
B.S. Communication, 2004

TALKIN' & STALKIN'

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<http://mostlexcellent.com>

CURRENT MOOD

CREATIVE DIRECTOR Iris / ATL

- **Clients:** Reebok, Adidas, Bentley, Shell, IHG, Airo, Ram Trucks, Vredestein, Great Dane, Samsonite, EXOS, Reebok
- Responsible for the creative output on \$2MM of revenue
- Developing insightful creative strategies and platforms
- Crafting award-winning campaigns, content and experiences
- Writing manifestos, film scripts, long- and short-form copy
- Leading new business pitches and client presentations
- Building profitable relationships with clients and vendors
- Managing creative recruitment, resourcing and budgets
- Guiding the career development of all creative staff
- Mentorship of full-time staff and interns
- Led several successful internal initiatives including Iris' intern program, creative management development and Take Your Mother to Work Day

PAST LOVES

COPY INSTRUCTOR
The Creative Circus / ATL
3Q Digital Copywriting

SENIOR COPYWRITER
Southern Ground / ATL
Clients: Zac Brown
Collective

COPYWRITER
Moxie / ATL
Clients: Verizon, L'Oreal

SENIOR COPYWRITER
Anthem / ATL
Clients: Newell, CLEAR

SENIOR COPYWRITER
VML / NYC
Clients: Goldman Sachs,
Campbell's

JR. COPYWRITER
Ross Media / ATL
Clients: David McDavid