

JODECI RICHARDS

ASSOCIATE CREATIVE DIRECTOR, COPY

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Seasoned creative lead with 10+ years of experience concepting forward-thinking, high-volume work at award-winning agencies. Agile, culture-forward storyteller with a command for brand voice across an extensive portfolio of clients and media, including social, digital, video, print, and more. Passionate about being a people-first manager who creates engaging, high-quality, data-driven work.

EXPERIENCE

Senior Copywriter • Cashmere Agency / Monks • 09/2021 – 08/2025

Led the conceptual development and execution of culturally relevant creative for a large portfolio of brands across diverse channels. Including 150+ pieces of high-impact social media content for global travel brands **Marriott Bonvoy** and **Marriott International**, which resulted in increased engagement across owned Instagram and TikTok channels. Also developed digital, radio, and video content, as well as comprehensive campaigns for **Amazon Music**, **Dave & Buster's / Main Event**, **Disney**, **Oscar Mayer**, **P&G**, and **Taco Bell**. Guided and mentored team members on integral projects by providing direction, sharing feedback, elevating ideas, and ensuring quality. Internally recognized for pitch skills (contributed to new business wins), presentation prowess (consistent client point-of-contact), and command of brand voice (developed widely adopted guidelines). Collaborated across teams – including art directors, strategy, account, and project management – to solve day-to-day creative and workflow challenges.

Associate Creative Director • UniWorld Group • 09/2018 – 09/2021

Created extensive, culturally relevant work for **Amazon**, **Ford**, **Johnson & Johnson**, **Rocket Mortgage**, **The Home Depot**, and the **U.S. Marine Corps**. Supervised and guided the work performed by junior- and associate-level writers on both **The Home Depot** and **Ford**. And was integral in winning new business, including haircare brands **OGX** and **Maui Moisture**. Collaborated with designers, creative leads, strategists, and comprehensive teams to write, edit, and produce 20+ print and broadcast spots; create digital and social media content and campaigns; script and produce video content; and more. Internally recognized by senior and executive leadership for being an outspoken voice in key moments.

Copywriter • Mindpower Inc. • 10/2014 – 05/2018

Developed awareness- and enrollment-boosting concepts and campaigns for 20 different colleges, schools, and organizations. Including 120+ display ads, web pages, and emails; 30+ social media ads and posts; 20+ print pieces; video and radio scripts; and more. Work for University of West Florida's housing campaign helped increase rental contracts by 34 percent in the first few months.

Creative Brand Consultant & Contractor • 09/2013 – present

Partnered with a range of businesses to develop brand identities and deliver brand assets using strategy, visual design, and copywriting expertise. Helmed brand strategy; developed voice and tone standards; led digital content strategy; as well as designed and wrote for deliverables such as presentations, social media ads, websites (UI design and written content), and more.

SKILLS

Adobe CC • art direction • brand development • campaign development • concept ideation • content writing (short- and longform) • copywriting • creative management & direction • digital (ads, emails, websites) • messaging strategy • Microsoft Office • pitch / presentation / public speaking • print media • project management • research • script writing (radio, video) • social media (ads, posts, campaigns)

EDUCATION

Bachelor of Arts, English (Editing, Writing & Media); Bachelor of Arts, Advertising
Florida State University, 2014 Magna Cum Laude Honors