

CASEY WOODS

CREATIVE DIRECTOR

THE JIST

MIA-based creative director, writer, video editor, musician, world traveler, and workhorse.

THE JUICE

- 16 years in advertising
- 8 years as creative director
- Skilled in Adobe Premiere, After Effects, and Photoshop
- Creds include broadcast, print, digital, social, radio, OOH, experiential, email, mail mail, websites, etcetera etcetera
- Experience in all verticals from B2B to CPG (yeah you know me)

THE PREP

Florida State University
BFA Creative Writing, 2006

University of Miami
MFA Film Production, 2008

THE LINKS

CaseytheCreative.com
CaseyAWoods@gmail.com

BUSINESS AS USUAL

CREATIVE DIRECTOR/WRITER GluelQ / Miami

- **Current Clients:** Dodge, Brightline, Pollo Tropical, Evermore Orlando Resort, Atlantis Paradise Island
- Led creative pitches that earned new business with Dodge, Brightline, Pollo Tropical, Jenny Craig, and Margaritaville
- Currently leading creative on \$4MM portfolio of clients
- Responsible for developing insightful creative strategies
- Crafting award-winning campaigns, content and experiences
- Writing manifestos, film scripts, long- and short-form copy
- Building profitable relationships with clients and vendors
- Guiding and mentoring the development of my team
- Listening, collaborating, and showing kindness and grace

SAUCY BITS

- Fan favorite on ABC's "The Bachelorette" and "Bachelor in Paradise"
- Wrote a web-based Reality TV show for Dodge
- Visited 40+ countries
- Crossed off most bucket list activities like skydiving
- Proud rescuer of an island dog and a one-eyed cat

OLD FLAMES

CREATIVE DIRECTOR
Stinghouse Creative
2016-2020

ACD / COPY
República/Havas
2014-2016

COPYWRITER
Publicis Sapient
2008-2014