



# Kindra Meyer

**Executive Creative Director.**  
**Experience Strategist.**

## FULL TIME ROLES

### **Executive Creative Director, Civic Entertainment Group, NYC/LA | June 2015-April 2018**

After spearheading Civic's biggest client win with Ford, I agreed to stay on full-time as ECD. My focus was driving the Ford business toward transformational creative solutions, building a creative department, formalizing internal structure, leading pitches, and overseeing all of the agency's principal creative output. The head of Ford Comms called my work "an embarrassment of riches."

In under three years, I led my teams to win over \$40 million in new business, quadrupled the size of the creative department, oversaw a new website, implemented a standardized brief, and formalized the creative process.

### **Creative Director, Momentum NYC/London | Jan 2011-April 2013**

At Momentum I honed my leadership skills, overseeing a team of eight creatives on William Grant & Sons and Google, and partnered with an expansive interagency team to create integrated experiential platforms. My responsibilities included team inspiration and management, strategic ideation, creative execution, collaboration with cross-disciplinary teams, client presentation, and relationship-building.

During my tenure I also led dozens of pitches, bringing in over \$10 million in new business, and was the first person elected for the Global Exchange program in London. I headed internal initiatives such as the creation of an internship program, development of an operations committee, and a rebrand of the New York office.

Internal awards include two Interpublic Group Organic Growth Initiative Awards, MOMO leadership certification, Icarus Award, McCann Global Creative Exchange recipient.

### **CW/ACD, Wexley School for Girls, Seattle | July 2005-Sept 2010**

I worked at the "best agency in the solar system" for five years, creating larger-than-life solutions for adventurous clients who sought truly original platforms. At Wexley, I honed my conceptual and writing skills, and learned to look at each job as an opportunity to push the envelope of possibility. From the first mobile phone karaoke technology, to the Jobcuzzi, the "world's most relaxing job interview," I strove to create buzzworthy experiences that solved the business problem and turned consumers into fans.

I also helped foster the agency's internal culture: from organizing company parties, kickball teams, fundraisers, and photoshoots, to writing the company holiday cards, I was at the epicenter of creating the wacky and wonderful world of Wexley. RIP (2003-2018).

### **Freelance Agencies | 2004-Current**

Momentum, Civic, MKTG, Doner, BMF Media, Milk Studios, Opperman Weiss, Feral, Rally, Magnetic, Asylum, BFG, The Village, Sub Rosa, Agency 5 O'clock, Rebel & Rogue, Participation Agency

[kindrameyer.com](http://kindrameyer.com)

## EDUCATION

**Washington State University**  
Management Program 2006

**School of Visual Concepts**  
Star of the Class 2005

**University of Idaho BS**  
Advertising (Magna Cum Laude)

**University of Waikato, New Zealand**  
Study Abroad Advertising Program

## HIGH FIVES

**Awards** | The One Show, Addys, Seattle Show, Ex Awards, Global Ace Awards, American Business Awards, Stevie, BizBash awards, IPG Organic growth awards, Creativity "Spot of the Week," William Grant & Sons "Agency of the Year"

**Press** | The New York Times, Forbes, Fortune, Ad Age, Creativity, Newsweek, Mashable, Business Week, NY Post, Inc Magazine, CMYK, Seattle Times, BizBash

## BOSS LADY THINGS

Founder, She Stacks LLC

Founder, Daughters of Devotion

Owner, McLeod Residence

Mentor, She Says

Instructor, Pratt, NYC

Instructor, School of Visual Concepts, Seattle

Where Are The Boss Ladies?  
Boss List 2018