



Kindra Meyer

**Executive Creative Director,
Professional Weirdo**

FULL TIME ROLES

Group Creative Director, TBWA/Chiat Day Los Angeles | Nov 2021-current

Navigating brave new creative waters as Co-Captain of Discover, Chiat's largest AOR.

Group Creative Director, Decoded Los Angeles | August 2020-Nov 2021

As creative lead for Decoded's West coast office I ran a department of 25, pushing the work and advocating for their well-being and growth. During my tenure I hired a dozen full-time diverse employees, navigated through an acquisition by S4 Capital with full retention, grew client trust, won a pitch, and elevated the storytelling. We nabbed the first awards for the LA office (2 Gold Shortys) and I drove the concept design and build out of the new office.

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

In under three years, I led my team to win over \$40 million in new business including the biggest client win ever with Ford. My focus was making Ford culturally relevant through transformational experiential and integrated platforms, and overseeing all agency creative. I quadrupled the size of the creative department, launched a new website, implemented a formal brief and advocated for my team's growth and development.

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

At Momentum I led the William Grant & Sons and Google accounts, working closely with interdisciplinary teams. My responsibilities included, strategic ideation, creative execution, collaboration with cross-disciplinary teams, client presentation, relationship-building and team management. I helped bring in over \$10 million in new business and organic growth, and was the first person sent on the Global Exchange program. I also shored up an internship program, development of an operations committee, and a rebrand of the New York office.

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 disruptive solutions for adventurous clients. Here I honed my conceptual and writing skills, and pushed the envelope of possibility. From the first mobile phone karaoke technology, to the Jobcuzzi, the "world's most relaxing job interview," I created 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, wonderful world of Wexley. RIP.

Freelance Roles / Consulting | 2004-2005, 2013-2015, 2018-2020

In between full time roles, I help agencies and brands I love, launch products, pitch, ideate creative platforms, and build internal structure, process and culture.

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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

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

BOSS LADY THINGS

Founder: She Stacks LLC

Mentor: She Says

Consultant: DoTheWerQ

Judge: The Side Show, The Academy of Interactive & Visual Arts

Instructor: Pratt, School of Visual Concepts

Features: GoDaddy "School Of Hustle," "The Power Thread," "So Money" podcast, Where Are The Boss Ladies List, BizBash "Voices from the New Front Lines," The Revolution is Female book.