

rob killeen

ASSOCIATE CREATIVE DIRECTOR | SENIOR COPYWRITER | STRATEGIST

Creative lead with 15+ years of turning “we need something” into “damn, that works.” Strategist-led and copy-driven, I shape ideas into work that feels meaningful, whether it's a campaign, product experience, or a single line of copy. Experience in telecom, tech, lifestyle, and entertainment, with a strong foundation in brand building, campaigns, UX writing, and storytelling across different channels.

WHAT I'VE DONE

Associate Creative Director - Copy

Verizon / Visible | 2018 - 2025

Helped grow Visible from an early-stage experiment into a nationally recognized, voice-led brand through campaign creative, experiential activations, and integrated storytelling.

- Wrote across digital channels: web, app, CRM, social, affiliate, SEO/SEM, and long-form content
- Partnered with UX, brand, media, legal, operations, care, and executive teams to shape messaging and voice
- Oversaw creative development from concept to production across multiple platforms
- Contributed to 3x higher event conversion, 457% viewership goals, and 140% media lift

Senior Brand Strategist

TAG Marketing Agency | 2017 - 2018

Drove brand positioning and campaign strategy for regional and national clients in lifestyle, healthcare, and beverage industries.

- Led branding, creative direction, and inbound content strategy for 6+ client accounts
- Delivered integrated marketing plans across events, social, email, and SEO/SEM
- Collaborated closely with design and media to unify messaging across touchpoints

Senior Copywriter / Brand Strategist

Red Six Media | 2016 - 2017

Shaped brand voice and messaging strategy for clients across higher ed, CPG, and events.

- Led copy and campaign strategy for LSU, NatureSweet, and DOW Chemical
- Balanced creative development with account management and client-facing work
- Developed content strategies and tone-of-voice systems from scratch

Senior Brand Strategist

ThreeSixtyEight (formerly Big Fish Presentations) | 2016

Bridged strategy and creative execution for clients in consumer, education, and tech.

- Crafted campaign concepts, brand messaging, and digital strategies
- Led content and UX strategy for web and social projects across 5+ accounts

Lead Copywriter + Creative Director

Big Fish Presentations | 2010 - 2016

Helped grow the agency from startup to full-service creative firm, wearing every hat from writer to CD.

- Led creative and messaging for clients including Paramount, NASA, Verizon, TED, and Adobe
- Directed projects across video, web, events, branding, and presentation design

view portfolio examples at
www.robkilleen.com