

kyleparr.com // kyleoparr@gmail.com // 651-955-6669

The logo for Kyle Parr, featuring the name "KYLE PARR" in a bold, stylized font with a rainbow gradient and a slight 3D effect.

Owner of the website kyleparr.com. A creative director now. Forever a writer. More than 12 years as a marketing leader for agencies, brands, and production companies. Routinely delivering 7-figure business impact. Also winning shiny awards from D&AD, the Clio, the Webby, Promax, and more.

Professional Experience

Redbubble // Associate Creative Director

Oct 2022 - Present // Los Angeles, CA

- Full-funnel creative director—from awareness campaigns and brand strategy, to e-commerce products, promotions, board-room videos, and beyond
- Created and implemented the company's first creative message testing strategy
- Coached brief writing and guided cross-functional collaboration
- Built a global messaging capability, increasing team productivity as well as career development opportunities for localization experts

Salesforce // Senior Manager, Senior Copywriter

Oct 2020 - Oct 2022 // Los Angeles, CA

- Led storytelling creative, collaborating with internal stakeholders, agencies, production houses, and beyond to drive \$1 billion(!) in B2B revenue
- Directed production on the brand's first reality competition video series
- Launched the company's first web 3 technology product
- Led creative on multiple Dreamforce media experiences to educate 40,000+ attendees

Hammer Creative // Associate Creative Director

Aug 2019 - Jul 2020 // Los Angeles, CA

- Directed teams to produce gaming campaigns, trailers, key art, and A/V assets for Bethesda, Zynga, PUBG, Tripwire, Warner Brothers, and more
- Led campaign capabilities, expanding strategic development billables
- Designed an agile process for social media and UGC—enabling prototypes, production, feedback, approval, and launch in less than 24 hours

Digitas // Associate Creative Director

May 2017 - Sep 2019 // San Francisco, CA

- Managed copy development across 3 offices, and dozens of digital campaigns for clients like PlayStation and Samsung
- Created content for entertainment properties like God of War, Uncharted, and Robot Chicken—leading to tons of press and millions of media impressions
- Part of creative leadership on the Publicis Samsung team, managing \$1 million+ campaigns
- Wrote original stories, adding to the God of War canon
- Managed PlayStation CRM creative, doubling engagement and shortening the digital game sales journey

University of Colorado, Boulder // Adjunct Instructor

Aug 2016 - May 2017 // Boulder, CO

- Developed the university's first curriculum for an introductory advertising course
- Defined marketing strategy, art direction, concept, and execution for 30 students per semester
- Outwitted even the best classroom hecklers

Sterling Rice Group // Senior Copywriter

May 2014 - May 2017 // Boulder, CO

- Developed audacious advertising, design systems, creative strategies, creative concepts, partnership marketing, and engagement campaigns leading to agency revenue growth of 30%
- Created pitch-winning concepts for 3 new clients: Potatoes, Daisy, and Haribo

Preston Kelly // Copywriter

Apr 2011 - Apr 2014 // Minneapolis, MN

- Conceived and produced B2B and B2C advertising campaigns, copy, brand voice and ideation, creative strategy, scripts, an award-winning app, multiple web products, OOH, video, radio, and sidewalk chalk art
- Produced the agency's first mobile game, and beat engagement goals by 300%

Education

Miami Ad School // Minneapolis, MN // 2011 // Copywriting

Hamline University // Saint Paul, MN //2008 // B.A. Communications, Journalism