

KERI GOFF

CREATIVE DISRUPTOR FOR GOOD

CREATIVE CHAMELEON, PASSIONATE ABOUT DISRUPTING TRADITIONAL SPACES WITH THE UNEXPECTED.

STORYTELLING | SOCIAL IMPACT | CREATIVE DIRECTION | CREATIVE PRODUCTION | INTEGRATED CAMPAIGNS
OOH | GUERILLA MARKETING | PUBLIC ART | VIDEO PRODUCTION | CONTENT DISTRIBUTION | MEDIA BUYING

✘ Associate Creative Director, Creative Producer + Co-Owner, The Soze Agency

OCTOBER 2019 - SEPTEMBER 2023

- + Tripled the size of the Creative Team over the course of three years. Managed a team consisting of visual creatives, social media managers, content producers, and influencer/talent managers.
- + Serve as client lead across multiple projects, responsible for maintaining healthy client relationships, problem solving, creating trusting environments between internal and external teams, and ultimately renewing contracts.
- + Lead the largest client at the agency with a \$1.1M annual budget. Won an additional bid for a \$500,000 video storytelling production budget.
- + Work across the creative and strategy teams to develop integrated campaigns that apply research and insights to meet audiences by producing creative, calls to action, and tactics that will ultimately meet the client's goals.
- + Produced a video series documenting the arrival of refugees from Afghanistan, Ukraine, and Venezuela - sharing the stories of newcomers and the Americans who are creating safe and welcoming communities across the U.S.
- + Responsible for expanding the agency's out-of-home advertising and guerilla marketing capabilities. Sold ~\$1M in OOH in a single year. Produced creative, out-of-the-box rapid response moments for clients including multiple mural commissions, public art installations, wheatpasting, LED trucks, sidewalk stencil bombing, street teams, and a drone show.
- + Stay up to date with current events in pop culture, world news, targeted issue-areas and communities I work with, digital trends including platform updates and features, content creators, and creative content.
- + Cultivate and maintain vendor relationships across the U.S. and developed an easy to use database for the agency to filter and search for any type of vendor that may be needed across a variety of projects.
- + Won two agency awards for the Immigrants Are Essential campaign. Won for an integrated campaign around honoring immigrant essential workers during the pandemic, up against applicants such as Pop-Tarts, TurboTax, Wieden + Kennedy, Toyota, and MTV.

✘ Creative Director + Executive Producer, DoSomething.org

JUNE 2015 - MAY 2019

- + Responsible for management and production of all graphic design, photography, and videos at DoSomething.org, one of the largest tech companies for young people and social change. Focusing on creating engaging digital content targeted toward 13-25 year olds. Managed a 3-5 person team, including a visual designer, photo/video producer, social media community manager, and a flux of interns and contractors.
- + Responsible for the creative direction of all branded content for clients. This includes rigorous ideation and concepting, managing timelines and relationships, creating authentic and engaging content involving pro-bono celebrities and influencers.
- + Responsible for doubling the size of the creative team, bringing in new capabilities and capacity to the organization.
- + Managed and ran production on all video content. This includes creative concepting, pre-production planning, on set production, and post-production timelines and workflows. Managed relationships with production crews, equipment rental houses, and studios in the NYC/LA areas.
- + Creative with budgets - saved the organization \$80k+ per year by cutting production costs and bringing capabilities in-house.
- + Managed influencer and youth activist relationships by building organic content and experiences. Responsible for individuals with a reach of 5,000 - 1M+. Led influencer and PR strategies.

✘ Campaign Graphic Designer + Visual Design Manager, DoSomething.org

AUGUST 2011 - MAY 2015

- + Responsible for shooting and managing all original photography and design for 275+ campaigns. Managing distribution and editing of PSAs to media partners.
- + Led Art Direction and Design for all branded and sponsored campaigns which came to life via microsites, custom social content and print materials.