

Kristen GAERLAN

kristengaerlan.com • kclgaerlan@gmail.com • 914.498.0266

educated

GEORGE WASHINGTON UNIVERSITY (2007 – 2011)

B.B.A. in Marketing, Cum Laude
University Honors Program (GPA: 3.5)

NEW YORK UNIVERSITY (2016)

Creative Nonfiction

SCHOOL OF VISUAL ARTS (2012)

Copywriting

UNIVERSITY OF LONDON, ROYAL HOLLOWAY (2010)

Management, Communications, and Film

ambitious

2022 SABRE AWARDS, Winner + Top 10 Global Campaign of the Year

2022 MM+M AWARDS, Winner x2

2022 PRWeek AWARDS, Winner x2

2018 DTC NATIONAL, Finalist x2

LAAL, Board Member (2022 – Present)

Bronx Nonprofit for South Asian Womxn

NOT YOUR MODEL MINORITY, Co-Chair (2021 – Present)

Employee Resource Group for AANHPIs

versatile

Concepting • Video • Social
Digital • Experiential • TV • Print
OOH • Website • Influencer
CRM • Gaming • Corporate
Merch • Retail • Case Studies

experienced

VP, ASSOCIATE CREATIVE DIRECTOR, LIPPE TAYLOR GROUP (2019 – Present)

Leads integrated campaigns from strategy to execution; creates conceptual, award-winning work for digital media (earned and paid); manages five creatives across six brands at a time

Brands: Midol, Jergens, Flintstones Vitamins, Astepro, Thinx, Mucinex, and Johnson & Johnson; Pitch Wins: Homesense, Simply Good Foods, and Constellation

FREELANCE SR. COPYWRITER / ACD (2018 – 2019)

Claimed I was done with agency life for good; wrote a book, went broke, and took on a myriad of gigs from dry shampoo to aerial lift rentals; wouldn't trade any of it for the world

Brands: Unilever, Godiva, Ancestry.com, Paul Mitchell, Bio-Oil, Differin, ASEAN Tourism, Norman Ambrose, United Entertainment Group, and Skyway Lifts

SR. COPYWRITER, PUBLICIS (2015 – 2018)

Created 360-campaigns for brands across CPG, food/bev, and healthcare; exclusively worked on marquee brands and new biz as part of the agency's creative incubator called The Den

Brands: Nestlé, Walmart, Merck, Cartier, LG, P&G, Heineken, Diesel, Ferrero, Citi Bank, and Wendy's; Pitch Wins: S&P Global and Allergan

COPY LEAD, SITUATION INTERACTIVE (2014 – 2015)

Wrote digital content and campaigns for entertainment brands, including the reality-show gem that is "Marriage Boot Camp"

Brands: Cinderella on Broadway, On Your Feet, Les Misérables, Honeymoon in Vegas, Beautiful - The Carole King Musical, Bravo, USA Network, We TV, and NBCUniversal

published

THE OFFING, "Connecting with My Uncle on LinkedIn" (2021), Nominated for the Pushcart Prize

HYPHEN MAGAZINE, "The Right Way" (2020), Nominated for Best American Essays

THE RUMPUS, "Pig on a Stick" (2019)

MCSWEENEY'S, "Instagram Tips for Your Self-Absorbed Trip to Iceland" (2018)