

## ***Kristine Mangini Thompson***

24 Piedmont Rd  
Larkspur, CA 94939  
617 233 9314  
kristine.thompson@gmail.com

### **Experience**

#### **Freelance Writer**

**January 2006 – Present**

**Modernista!** > Cadillac, (RED), TIAA-CREF, Hearts On Fire  
**Hal Riney** > Altoids Pitch > Agency won account in December 2006  
**La Comunidad** > Remy Martin Pitch > Agency won account in February 2006  
**Sapient** > Citibank Direct and Citibank's Student Loan Corporation  
**Arnold Worldwide** > ESPN Mobile  
**Markham Unlimited** > Dale & Thomas Popcorn, Planned Parenthood, IT'SUGAR, grandparents.com

#### **Arnold Worldwide, Boston MA / Los Angeles, CA**

**November 2002 – December 2005**

##### ***Copywriter – Volkswagen of America***

Revitalized promotional efforts for Volkswagen as lead creative for the Arnold Brand Promotions team. Not only executed creative, introduced alternative unconventional marketing tactics. Key contributor in the initial concepting of partnerships, unique incentives ideas and promotional efforts for such projects as the Sundance Film Festival, The New Yorker Festival, The Teva Mountain Games, The Major Motion Picture Show College Tour, Apple Ipad and Beetle, Todd Oldham and The Main Street Lounge, The Blues at Radio City Music Hall, Ironman World Triathlon and Test Drives at W Hotels.

##### ***Copywriter***

Wrote copy for outdoor, online, videos, newspaper and radio for Citizens Bank, McDonalds, Royal Caribbean Cruise Lines and Fidelity Investments.

**April 2002 – November 2002**

##### ***Award Show Coordinator***

**May 2000 – April 2002**

#### **SuperStock Inc, Jacksonville, FL / London, England**

**February 1994 – April 2000**

##### ***Promotions Manager***

Was responsible for initiating creative promotions in the US as well as the marketing launch efforts of seven offices abroad. These efforts consisted of direct mail, trade ads, purchase incentives and sweeps. Worked with local graphic design teams and freelancers, created culturally appropriate campaigns that kept with the US brand standards, but still spoke appropriately to the foreign markets.

### **Education**

Flagler College, St. Augustine, Florida, BA in Communications - Advertising / Writing

### **Awards / Merits**

One Show. Communication Arts. Print Magazine Design Annual. The Telly Awards. The Hatch Awards. The Webby Awards. The Promo100 Awards. The International Automotive Awards. The New York Festivals. The Reggie Awards. The Effies. Named to the top ten of Promotional US ad agencies. How Magazine Excellence in Advertising Award. Best Promotional Postcard / Rockport Publishers.

### **Interests**

Children's book writer. Co-Creator of the clothing and accessory line, 'Tony'. Freelance designer 'Teen Magazine'.