

Gina Roberts

Creative Director (Copywriter) / Empathetic Leader / Visual Thinker / Creative Problem Solver

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Experience

VMLY&R	Creative Director / Writer	Jan 2021 – Present
The Richards Group	Brand Creative/Writer (ACD)	2008 – 2021
Crispin Porter + Bogusky	Creative Intern	Summer 2008
The Johnson Group	Freelance Copywriter	Winter 2008
American Greetings	Freelance Copywriter	Spring 2006
The Robin Shepherd Group	Account Intern	Spring 2004

Education

The Creative Circus	Copywriting	2005 – 2007
Miami University	B.A. in English Literature Minor in Music Composition	2000 – 2004

Awards

Silver Dallas Addy Consumer/Website	NatureSweet Tomatoes – Raised Right Website	2017
Gold Clio Events/Experiential	7UP – Martin Garrix Concert for the Deaf Campaign	2016
Gold Dallas Addy Online/Interactive	Go RVing – Away Website	2016
Obie Award Finalist	Mad Men – Season 5 Teasers	2013
Obie Award Finalist	Chick-fil-A – Outdoor Billboard	2011

Skills

Creative Direction, Concept Development, Brand Writing, Social Media Writing, Web Content Writing, Copy Editing, Traditional Advertising, Digital Advertising, Ambient Advertising, Promo Pieces, Creative Strategy, Client-Facing, Creative Writing, Songwriting, Voice Acting, Singing, Baking.