

Katie Rosseau

CREATIVE DIRECTOR, PRIMARYBID

LONDON, UK

DECEMBER 2023–Present

- // Restructured and optimized the creative team, reducing costs by 25%+ while significantly increasing efficiency and output
- // Developing and implementing new operational frameworks and tooling (AI) to improve creative processes and team collaboration
- // Leading global campaigns targeting enterprise customers in the US, UK, Europe, and the Middle East, driving top of funnel client acquisition
- // Managing team budgets, overseeing external agencies to extend internal capabilities and scale creative output to support organizational goals
- // Lead a cross-functional executive team, through a corporate repositioning and new identity creation (launching 2025)

CREATIVE DIRECTOR, CURVE

LONDON, UK

JULY 2019–NOVEMBER 2021

- // Successfully built an internal brand team (of 15) from 0, with verticals in creative, social, and strategy & ops
- // Led the rebrand of the £250M+ fintech, from strategy and conceptualisation through execution and brand tracking and evolution
- // Setting and managing team OKRs and budgets, building and maintaining relationships with vendors, negotiating ad placements, and owning B2B marketing relationships (including Mastercard®, Samsung)
- // Working with internal cross-functional stakeholders (Product, Ops, Growth Marketing, C-Suite) to make every customer interaction a branded experience

HEAD OF DESIGN, FLIPDISH

DUBLIN, IE

NOVEMBER 2021–DECEMBER 2023

- // Working directly with the founders to rebrand a €1B food-tech start up. Developing a business case, building out positioning & brand strategy, and crafting & guide-lining a new identity
- // Managing Flipdish's brand presence and creative operations. Supporting design and copy needs from across the business. Leading social media and content functions
- // Executing paid and organic campaigns in collaboration with product marketing, growth marketing and partnership marketing to meet business KPIs
- // Recruiting, hiring and managing a team of brand designers, motion designers, copywriters, content producers and external contractors

ANCIENT HISTORY

- // Freelance Creative Director (UK) 2016–2019
- // Dudnyk, Senior Art Director (USA) 2013–2016
- // Vox Medica, Senior Designer (USA) 2011–2013
- // JP Morgan Chase, Graphic Designer (USA) 2009–2012
- // Full History On LinkedIn

EDUCATION

American University
Washington, DC
Bachelor of Arts
Communications
Visual Media

SOFTWARE

// Indesign // Illustrator
// Photoshop // Premiere
// Figma // Notion
// Google Workspace

CONTACT

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