

KATIE PORRATA

BILINGUAL CREATIVE DIRECTOR

CONTACT

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EDUCATION

BACHELOR IN COMMUNICATION
(PR & INTERPERSONAL COMMS)
Villanova University

SKILLS

- Juggle various brands
- Mentor creative teams
- Team Leadership
- Deck Building & Storytelling
- Creative Strategy
- Hybrid Activations
- Problem solving
- Public speaking
- IVL/IRL Productions
- Knockout quick-turnarounds
- Microsoft Suite + Keynote
- Live in Pinterest, TikTok & IG

PROFILE

Award winning Creative with 14+ years of content, earned media, experiential and multicultural marketing experience. Originally from Puerto Rico, currently living in Chicago. Fluent in Spanish/English, dog momisms, pop culture, activations, fútbol, attending sporting events, mood boarding, reality TV and baking mallorcas. **Check out my [portfolio here](#).**

WORK EXPERIENCE

VP, CREATIVE DIRECTOR

BarkleyOKRP / Chicago / 2023-Present

- Creative lead for Visit Florida and new business inquiries
- Lead and inspire creative teams to develop compelling and brand aligned messaging across all channels.
- Champion breakthrough and beyond-the-brief ideas
- Mentor and grow junior creatives

CREATIVE DIRECTOR

Mosaic NA / Chicago / 2021-2023

- Build creative & strategy for experiential & content platforms for RFPS, ABI & B2B
- Lead creative output during virtual & on-site productions
- Mentor and manage ACDs, Senior Copywriters and Designers
- Collaborate with all partners and vendors, internally and externally.

DIRECTOR OF BRANDED CONTENT

The Foundry @ Meredith Corp. / Remote / 2021

- Produce strategic and creative content campaigns for Finance, Home, Auto and Pets verticals
- Collaborate with multiple teams to deliver quick-turn RFPs
- Manage Associate Strategy and Creative Leads
- Creative lead for post-sale production

ASSOCIATE CREATIVE DIRECTOR

Mosaic NA / Chicago / 2020-2021

- Develop integrated & strategic experiential and content platforms from ideation to completion Stella Artois, BACARDÍ & new business inquiries for GM & Multicultural markets
- Lead creative efforts for new business inquiries