

CHRISTINA SHEFFEY

Creative, Content & Marketing

ABOUT

I bring a decade of experience crafting creative campaigns that drive user-engagement & brand awareness. My passions are developing campaigns that excite audiences & managing the details that make them successful, while working across teams to design the stories that help brands grow.

EXPERTISE

Creative Concept Development
Copy- and Scriptwriting
Digital, Social & Offline Advertising
Pitching, Presenting & Public Speaking
Project & Budget Management
Team Building & Management

AWARDS

2017 C&E Rising Star
2016 Webby Award Honoree (Social, News & Information)
Pollie Award (Best Use of Contrast; Best Statewide Candidate TV Ad; TV/Radio Campaign; Best in Show)
Reed Award (3x; Best State TV Ad, Most Effective Ad)
Best Ad of the 2010 Political Cycle; The Washington Post, Rolling Stone, New York Times, Time Magazine

CONTACT

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EDUCATION

George Washington University
B.A., Political Communications
Cum Laude, 2003 - 2007

EXPERIENCE

Creative Director

Bully Pulpit Interactive / San Francisco / 2014 - Present

Led creative development, copywriting and integrated production for brands like Walmart, NCAA, the Gates Foundation, Exelon, & Hillary For America across traditional (TV, print, OOH, pre-roll), & cutting edge channels (Facebook, Instagram, Snapchat, Tinder, DOOH).

- Oversaw all aspects of creative process, including development, pitching, copywriting, art direction, and production.
- Developed, pitched and directed digital campaign across Facebook, Instagram, Snapchat, Tinder & BuzzFeed directly responsible for committing 95,000 millennials to vote.
- Designed and directed brand marketing campaign for the NCAA across digital, TV & sponsored content. Effort significantly improved brand reputation in tracking polling (+8 pts).
- Senior creative & marketing adviser to Exelon, a Fortune 100 company, on all internal and external campaigns.
- Mentored and managed integrated creative team. Recruited & quadrupled team over 2.5 years.
- Represented company's creative, content & marketing POV in both new business opportunities and public speaking engagements.

Owner, Creative Director & Copywriter

BMG Creative and Marketing / Washington, D.C. / 2012 - 2014

- Led creative conception, design and production of branded content marketing & advertising campaigns across digital & TV for clients like Google, Fiat, PhRMA, Everytown, Hankook Tire & Corsair.
- Owned & operated business.
- Tripled client base & revenue over 3 years.

Creative, Content & Production

PopSugar / San Francisco / 2011 - 2012

- Developed & produced video content for all of PopSugar's sites, including celebrity, fashion, beauty, news & entertainment.
- Content regularly delivered 1M+ views, & significant CTRs.

Creative, Content & Production

Jerry Brown for Governor / Oakland / 2009 - 2011

- Worked directly with Governor Brown & senior staff to develop & produce all advertising across TV, digital & radio for his winning campaign.
- Developed & designed a TV & digital ad that delivered a 7 point swing in polling & received numerous awards.

Lead Video Editor & Producer

Burson-Marsteller / Washington, D.C. / 2007 - 2010

- Produced and edited deliverables including TV campaigns, congressional lobbying packages, corporate media reels, government educational videos, & direct television promotions.
- Promoted 3 times in 2 years.