




LYNNE VIERA

CREATIVE DIRECTOR, COPYWRITER,
CONTENT CREATOR

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ABOUT ME

Creative thinker grounded in strategy and generating results. Extensive experience collaborating with Fortune 500 companies and burgeoning brands to distill complex business challenges into compelling creative solutions that build meaningful customer relationships.

Big agency experience as well as 10+ years as a serial entrepreneur. Founded a successful digital agency as well as a video cooking venture with over 3,000 original videos and a YouTube viewership of 17 million+ and some nice accolades including two-time Webby Award nominee (it's an honor to be nominated).

DIVERSE CLIENTS

Wayfair	johnson & johnson
Sperry Top-Sider	National Geographic Channel
Fidelity	Safeway
ESPN	LL Bean
Staples	AT&T

DISRUPTIVE AGENCIES

Digitas
Sapient
Mobiquity
Rival
Wunderman

EXPERIENCE

Freelance

CD and Copywriter

Creative initiatives for a range of clients including: Fidelity investing app, Grass Roots Farmers' Co-op marketing and website content, Staples rich media advertising, and concepting and producing over 100 videos with celebrity chef Danny Boone for Wayfair.

Entrepreneur Life

Founder, CD, Copywriter of Rival Marketing & how2heroes

Created 2 companies. Rival, a digital marketing agency and how2heroes, a video cooking platform. Agency clients included: Safeway (agency of record), johnson & johnson, BJ's Wholesale, Sperry Top-Sider, Vitasoy, and celebrity chefs and restaurants.

Agency Life

CD, Copywriter at DIGITAS, WUNDERMAN, THINK NEW IDEAS & BASESIX

Websites, advertising and gaming initiatives for FedEx, AmEx, LL Bean, ESPN, Showtime, National Geographic Channel, AT&T, Comcast and many more.

EXPERTISE

Big idea strategy, concepting & content ideation
Pitching and presenting
Advertising
Websites - e-commerce, UX, brand copy
Email marketing
Blogging
Video - ideation to writing & directing
Brand - positioning, taglines, brand guides
Recipe development

EDUCATION

Boston University
M.S. Advertising & Marketing

Fordham University
B.A. English