

# KRISTIN ROSSI

WWW.KRISTINROSSI.COM KRISTIN.ROSSI@GMAIL.COM

WORKED  
AT

## BUZZFEED JAN 2013–JAN 2023

### LEAD CREATIVE PRODUCER

- Develop a low-touch/high-impact video product to be sold alongside BuzzFeed's custom sponsored content offerings (BuzzCuts = ~\$8M in revenue per year)

- Train creatives to pitch and execute BuzzCuts, and act as a point person for product development

- Lead a team of scrappy, experimental creatives willing to throw stuff at the wall and see what sticks

### ASSOCIATE CREATIVE DIRECTOR

- Collaborate internally with sales, product and distribution to create successful, targeted content across social and O&O

- Hire/manage a team of animators to bring our custom content concepts to life

- Help develop a sustainable custom content sponsored product, featuring custom illustrations and animations from our then-new design team

### CREATIVE

- Lead dozens of brand programs from pitching in presale to creative execution in post sale, across tons of ever-changing formats to adapt to both industry and social trends

- Parse brand briefs and develop multiple cohesive creative concepts that both satisfy brand KPIs and read as native to the BuzzFeed audience

- Create custom animated/illustrated content when needed (our custom content offering was in its infancy at this point)

## FARRAR, STRAUS & GIROUX JAN 2010–JAN 2013

PERMISSIONS COORDINATOR

## EARWOLF ONGOING

FREELANCE PROMOTIONAL DESIGNER

LOVES  
TO

**TELL** a cohesive brand story through design

**TACKLE** new crafting challenges on a lazy Sunday

**READ** alone at a bar with an outrageously priced cocktail

WENT  
TO

## UNIVERSITY OF CONNECTICUT 2005–2009

BACHELOR OF SCIENCE, ENGLISH MAJOR

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(203) 644-0985 BROOKLYN, NY