

KRISTIN ROSSI

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WORKED AT

BUG CITY 2023 - PRESENT

FREELANCE DESIGN/COPY/CREATIVE STRATEGY

- Reddit, CAMP Stores, BuzzFeed, Earwolf, more

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, across tons of ever-changing formats to adapt to both industry & 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 2009 - 2013

PERMISSIONS COORDINATOR

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 2009

BACHELOR OF SCIENCE, ENGLISH