

# LAURA KANE

Metuchen, NJ 08840 | 646-335-2096

Email: [lauradkane@gmail.com](mailto:lauradkane@gmail.com)

Website: [www.lauradkane.com](http://www.lauradkane.com)

LinkedIn: [www.linkedin.com/in/lauradkane](http://www.linkedin.com/in/lauradkane)

## SENIOR CREATIVE DIRECTOR

Award-winning creative director with extensive experience leading, producing, writing, and directing marketing and promotional campaigns across multiple platforms and mediums. Highly creative, strategic, passionate, collaborative, resourceful, and inspiring team leader who works seamlessly across lines of business and with outside vendors and partners. Thought leader and great communicator with ability to thrive under pressure and deliver exceptional creative solutions.

## HIGHLIGHTS + ACCLAIM

### Over 20 CLIO Entertainment Awards

Gold for Trailer, Video Promo, Special Shoot (*Yellowjackets*)

### CYNOPSIS TV Award

Best Marketing Campaign for a TV Series (*Younger*)

### Other Industry Awards

Promax, Creativity International, Cablefax

### Betsy Magness Leadership Institute

As a BMLI fellow, I was hand selected to represent Viacom in a yearlong educational program across the country, providing personal development, direct feedback coaching, and media industry connections.

## SKILLS + EXPERTISE

- Develops creative solutions that drive business results and deliver on-brand, on-strategy, and on budget.
- Strong business and marketing acumen with intimate knowledge of the creative product and process
- Exceptional production skills, with hands-on knowledge of promotion, marketing, video, photography, digital, social, copy, and art direction.
- Nimble ability to adjust to customer and marketing trends and lead teams toward improvement, turning strategic insights into innovative/effective creative ideas
- Outstanding collaborator who can work across multiple functions and teams with strong executive-level presence
- Excellent written and verbal communication with ability to present and sell ideas, and articulate feedback
- Guides, mentors and inspires a creative team with the utmost integrity and respect

## EDUCATION

### Rutgers University

B.A. Communications + Sociology (Summa Cum Laude)

### NYU, School of Continuing and Professional Studies

Certificate in Digital Video Production

### University of Urbino, Italy

Summer study

## PROFESSIONAL EXPERIENCE

### PARAMOUNT+/SHOWTIME (NYC)

Aug 2021-Present

#### Senior Creative Director

Creative team lead for marquee scripted campaigns, *Yellowjackets*, *American Gigolo* and *Super Pumped*, and unscripted series, *Couples Therapy*, *Sheryl: A Sheryl Crow documentary*, *Nothing Compares*.

### KNOWN GLOBAL (NYC)

Apr 2021-Sep 2021

#### Creative Director

Marketing Agency of the Year

### BAD CACTUS (San Jose, CA)

Jul 2020-Sep 2021

#### Creative Director | Principal

Creative lead for agency founded and led by women, creating content and events that drove business and built brands and loyalty. Clients included Parkinson's Foundation and Betterment. Produced the Parkinson's Foundation 3-hour virtual annual gala, which beat fundraising projections by 76%.

### PARAMOUNT NETWORK/TV LAND (NYC)

Oct 2017-Jul 2020

#### VP Creative Director, Brand Creative

Led and mentored a diverse creative team to develop all content supporting brands and shows, with influence over video, photography, design, copy, social, digital, and events.

- Creative team lead for all conceptualizing and execution of 360 marketing campaigns ensuring they were on strategy, on brand, and made noise with our audience. (Scripted: *Younger*, *Emily in Paris*, *American Woman*, *First Wives Club*, and Unscripted: *Battle of the Fittest Couples*, *Wife Swap*)
- Best in class collaboration with social team and across all LOB's to create cross-platform content for *Younger*, driving consistent YoY ratings growth and franchise revenue, including a weekly podcast and live weekly after-show, which gave 500K+ fans an interactive experience and brought visibility to brands like Geico and Lysol.
- Established and cultivated vital talent relationships, leveraging them for exceptional content that supported the shows and the brand.
- Oversaw and directed talent for photo/video shoots and managed budgets.

### TV LAND (NYC)

Jan 2016-Sep 2017

#### Executive Producer, Brand Creative

Creative lead for scripted and unscripted series campaigns including *Younger*, *American Woman*, *The Jim Gaffigan Show*, and *Lopez*.

- Directed large-scale shoots with talent, creating content to super-serve our fanbase
- Collaborated with Kelly Clarkson on a cover of the classic song *American Woman* which became a cornerstone of the marketing campaign, leading to the highest rated premiere for W25-54, 2019 to date.
- Collaborated with Integrated Marketing team to oversee production of co-branded content and in-show integrations.

## ADDITIONAL RELEVANT EXPERIENCE

### NICKELODEON (NYC)

Producer, Creative Group

Production Assistant, Talent and Casting

### MTV (NYC)

Production Assistant, News and Docs