



# LISA BALSER

**Creative Director | Copywriter  
Cause Marketing Consultant  
Certified Diversity Executive**

## EXPERIENCE

2018 | **Group Creative Director** | Luckie & Co. | Atlanta, GA

2017-2018 | **Freelance Creative Director/Copywriter | Diversity & Cause Marketing Consultant** | Atlanta, GA  
The National Center for Civil and Human Rights, American Cancer Society, Huge, Moxie, Icon, GTB Agency, IQ Agency, Rocket Camp, Utoka, Relish Marketing, N+A Advertising, Purposity

2016 | **Creative Director** | Fitzgerald & Co | Atlanta, GA

2013-2016 | **Freelance Copywriter/Creative Director** | Atlanta, GA  
Digitas, Razorfish, IQ, Frederick Swanston, Anthem Worldwide

2011-2013 | **Associate Creative Director** | Ogilvy | Atlanta, GA

2008-2011 | **Freelance Copywriter/Creative Director** | Atlanta, GA  
Three, Brunner, Scout Marketing, Bigelow Advertising, The Visualab, Matchstick Media, Moxie Interactive, Digitas

2002-2007 | **Creative Director** | Cereality Cereal Bar and Café | Chicago, IL

1998-2002 | **Freelance Copywriter/ACD** | New York, NY  
Ogilvy, Kirshenbaum Bond + Partners, Margeotis Fertitta + Partners, DiMassimo Brand Advertising, Berenter Greenhouse Webster, Bright Sun Consulting, Grey Worldwide, DMB&B, Holland Advertising, DCA Advertising, Messner Vetere Berger, McNamee, G Whiz NY, SJI Associates

1996-1998 | **Copywriter/ACD** | Hill, Holliday, NY

1995-1996 | **Senior Copywriter** | BBDO, NY

1993-1995 | **Senior Copywriter** | TBWA\Chiat Day, NY

1992-1993 | **Copywriter** | Anderson & Lembke, NY

## EXTRA CREDIT

**Instructor/Advisor/Diversity Consultant** | The Creative Circus

**Director, Atlanta Chapter** | SheSays

## EDUCATION

Institute for Diversity Certification, Certified Diversity Executive (CDE) Credential Program, 2017  
Portfolio Center, Copywriting Program, 1992  
Kent State University, B.S. in Advertising, 1990

## EGO BOOSTERS

One Show, CA Advertising Annual, Cannes, Clio Awards, Addy Awards, Andy Awards, Art Director's Annual, New York Festivals, London International Festivals, Print Design Annual, Print Best Letterheads, Telly Awards, Show South, Effie Awards

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