



Award-winning creative turning human insights into emotionally intelligent campaigns, experiences and products. Curious by default, I work at the intersection of culture, technology and human behaviour to engage even the most sceptical of ad-haters.

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EXPERIENCE

R/GA Australia

Associate Creative Director | Nov 2023 – Aug 2026

Senior Copywriter | Apr 2021 – Nov 2023

Copywriter | Aug 2018 – Apr 2021

Led creative development of integrated campaigns, brand platforms and digital experiences from concept through to execution. Worked across R/GA's global network of multidisciplinary teams for local and global brands, including Google, PayPal, Samsung, Toyota and Turbo Tax. Played a key role in new business pitches, assisted in hiring for the creative department, and integrated AI into everyday creative practice.

- *Uber Vaccinate The Block*, an integrated campaign featuring Spike Lee to close the vaccine access gap in the US. 2M free rides to vaccinations in the first month, US\$2.4M in public donations, 92% positive response and a tweet from President Biden. Webby's and One Show award winner.
- *Nike For Every Body*, a Snapchat AR retail experience letting shoppers see real bodies reflected in Nike US stores. 10x average Snap lens engagement, 43% lift in Gen Z women membership signups, 20% increase in Nike Member transactions. Two Webby's, two Clios.
- *Nike World Cup*, a real-time social campaign turning live match moments into content while reframing 'women's football' as simply 'football'. +28K followers in 30 days, +75% social engagement.
- *Shiseido Move Beauty Beyond Limits*, a new global Masterbrand platform, repositioning the 'mom brand' back to cultural beauty leader, rooted in their founding spirit of fusion.
- *The Australian Defence Force Career Discovery Hub*, a gamified, psychometric recruitment experience matching candidates to 300+ career paths. Cut drop-off 28.6%, lifted career consideration 50%, retention 65%.

WiTH Collective

Copywriter / Junior Creative | Sep 2016 – Aug 2018

Following a background in journalism and content writing, transitioned into creative to build a foundation in integrated thinking, working across digital, social, print, OOH, TVC and experiential.

CREATIVE EXPERTISE

Creative Direction | Copywriting | Concept Development | Brand & Campaign Storytelling | Social, Digital & Interactive Experiences | Experiential & Activations | Generative AI & Creative Prototyping | Integrated Campaigns | Client Presentation & Pitching

EDUCATION & PROFESSIONAL DEVELOPMENT

- *AWARD Creative Leadership*, AWARD, 2024
- *Experience Strategy and Design*, AdSchool Australia, 2021
- *Creative Advertising (Top 10)*, AWARD School, 2017
- *MA (High Merit) Print and Online Journalism*, University of Westminster
- *BA (Hons) 2:1 English Language and Linguistics*, University of York

AWARDS & RECOGNITION

- ADC, AdNews, AICP, AiMCO, B&T, Clios, Fast Company, MAD STARS, Mumbrella, The One Show and Webby's
- AWARD School Judge and Tutor. Over two years, five students placed in Top 10, two won coveted spots into the NSW Mentorship Program.

PASSION PROJECTS

- *Field Notes*, a vibecoded private notebook that captures and auto-categorises creative inspiration.
- *Hangman_V17_Final*, a vibecoded hangman game that unlocks a secret portfolio webpage.
- *Dished*, a Substack of autofiction essays exploring the impact of company on the food we eat.