

# Staci Amend

WRITER + CREATIVE DIRECTOR

Denver, CO

Fearless creative thinker, accomplished lifestyle writer, nimble marketer and compassionate leader with over 25 years' experience serving a client list that includes Starbucks, Four Seasons Hotels + Resorts, Sotheby's, Disney, Proactiv, PlayStation, Pedigree, United Airlines, Frontier Airlines, Murad, Beautycounter, Gaiam (now Gaia), Yoga Journal and other household names.

## Experience

Creative, Content + Brand Strategist

Denver, CO  
Mar 2000 - Present

### Ingénue

Contract creative, content, brand, marketing and social strategy for a variety of local and national beauty, outdoor, lifestyle and travel/tourism clients. Beauty clients include Beautycounter, Paul Mitchell, Murad, TEMPTU, Proactiv Solution, Cindy Crawford Meaningful Beauty, Glo Skin Beauty, Masktini, iS Clinical and others. Travel, outdoor and lifestyle clients include LOVE, COLORADO, Wyoming Travelers Journal, West Virginia Travel Guide, Kelty, Sotheby's International Connoisseur and Yoga Journal.

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Senior Copywriter

Jun 2018 - Present

## Denver Zoo

Full-time marketing writer and creative mentor for a small in-house creative agency at one of Denver's oldest and most beloved cultural institutions. As the first staff writer in the Zoo's 128-year history, I have spent the past five years defining, refining and evolving the organization's brand style and voice as we more fully embody our role as a global conservation organization. On any given day, my work might address any or all segments of our audience base (prospects, donors, members, partners, government) on any or all of our typical channels (website, digital, outdoor, editorial, broadcast, email).

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Group Brand Creative Director

Denver, CO

May 2016 - Oct 2018

## eBags

Creative leadership and content production for the largest online travel goods, apparel and accessories retailer in the world. Responsibilities include content, brand and video strategy and execution as well as management of the social media and photography teams. I provide strategy and concept development for all assets, from stop-motion animation to large-scale brand video, as well as styling and concept direction for all photo shoots/management of external agencies and video crews.

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Executive Creative Director

Denver, CO

Jun 2015 - Jul 2016

## Influence Technologies

Creative leadership at a Denver-based tech start-up company specializing in interactive video experiences delivered via proprietary SaaS platform. Duties include management of an evolving all-levels team of in-house designers and developers plus freelance creative personnel (writers, designers, directors, video crews, etc.) in an agile work environment; ongoing product development and adoption of scalable project management processes. Clients include Starbucks, Arizona State University and more.

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Vice President of Creative

Denver, CO  
Oct 2009 - Sep 2011

## Cohn Marketing

Creative leadership of a multimedia marketing agency specializing in the “destination retail” space. Responsibilities include brand development strategy, supervision of all design, editorial and copy direction as well as corporate social media program development in collaboration with the PR team.

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Executive Editor + Creative Director

Denver, CO  
Aug 2008 - Oct 2009

## Wild Blue Yonder Magazine

Executive Editor and Creative Director for Wild Blue Yonder, the inflight magazine of Frontier Airlines. Responsibilities included the complete redesign of the magazine and its website, as well as repositioning the brand from a regional lifestyle magazine to a national travel magazine; ongoing management of the editorial calendar; management of in-house and contract creative and editorial personnel; editorial and design quality control; budget management; contribution of editorial. 2008–2009.

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Creative Director

Denver, CO  
Feb 2007 - Mar 2008

## Atlas Advertising

Creative Director for a full-service advertising agency specializing in travel, tourism, hospitality and economic development. Responsibilities included company leadership; supervision of writers and designers; development of campaigns, strategies and programs; creative budget management; client presentations and more for a national client base including the City of San Francisco, Finger Lakes Wine County (New York State) and others.

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Associate Creative Director

Los Angeles, CA  
Mar 2003 - Feb 2007

## Direct Partners

Associate Creative Director for a national direct response agency. Responsibilities included concepting and pitching new business, supervision of writers and designers and the development of campaigns for clients such as PlayStation, EarthLink, KCET Public Television, PEDIGREE Food for Dogs and more.

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Associate Creative Director

Los Angeles, CA  
Dec 1997 - Mar 2003

## Brierley + Partners

Associate Creative Director for a leading CRM agency serving the travel and hospitality industry. Responsibilities included supervision of junior writers as well as creative concept development and execution for a national client base including United Airlines, Four Seasons Hotels and Resorts, Vail Resorts and Century 21 Real Estate. Managed 19 versions of the United Airlines Mileage Plus newsletter, including the transition from print to digital.

### Education

Master of Arts Degree in Creative Writing

Boulder, CO  
Sep 1993 - Dec 1995

## University of Colorado, Boulder

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Bachelor of Arts Degree in Creative Writing

Los Angeles, CA  
Aug 1985 - Jun 1989

## University of California, Los Angeles

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