

# Kat Honey

ASSOCIATE CREATIVE DIRECTOR • COPY

Toronto, ON

I compel strangers to take action.

My work has convinced people to try exotic new beverages, change their jobs, move their bank accounts, re-invent their appearance, and travel a quarter of the way across the globe to commune with complete strangers. (Not necessarily all at once.)

I'm clever, keen, collaborative and conscientious. My work runs the gamut. Print, broadcast, interactive, direct mail, out-of-home, collateral and corporate communications.

[copy@kathoney.com](mailto:copy@kathoney.com)

416-554-5260 mobile

905-702-1654 fax

## Experience

Associate Creative Director

### Sandbox

Concept development and creative copywriting for print, radio, television, educational videos and brochures, digital, social, native, direct and out-of-home. Management and mentoring of creatives. Leveraging cross-border creative teams. Clients include Montefiore Medical Group, Union Gas, Canadian Blood Services, Pet Valu.

Ask me about: Finding a way to surprise nominees (on camera) with the news that they've won.

Toronto

Apr 2017 - Present

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Associate Creative Director

Toronto  
Sep 2016 - Apr 2017

## Publicis Hawkeye

Concept development and creative copywriting for digital, direct and eCRM. Mentoring creatives. Developing cross-border relationships with creative teams. Clients included Canada Post, Citibank (US).

Ask me about: Fostering a creative department under tremendous growth.

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Senior Copywriter

Toronto  
Mar 2015 - Sep 2016

## Publicis Hawkeye

Concept development and creative copywriting for digital, direct and eCRM. Establishing agency tools and processes. Mentoring junior creatives. Clients include Canada Post, Rogers Bank and Citibank (US).

Ask me about: Helping an agency take its first steps at full sprint.

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Senior Writer

Toronto, Ontario  
May 2013 - Mar 2015

## Squareknot

Concept development and creative copywriting for direct response and interactive. Mentoring junior creatives. Primary on Canada Post Corporation. Additional work pitching new business and Air Miles partners.

Ask me about: Writing direct mail that sells direct mail.

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Writer, Creative Manager

Toronto, Ontario  
Jun 2011 - May 2013

## Capital One

Concept development and creative copywriting for direct mail, IVR, newspaper advertising. Managing writers and technical editors. Overseeing launch of credit messaging for Hudson's Bay Rewards program. Includes work on Capital One products as well as HBC, Priority Club Rewards and Delta card products.

Ask me about: Going beyond the brief to do what's right for the ask.

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Senior Copywriter

Toronto, Ontario  
Jul 2009 - Jun 2011

## Freelance

Concept development and creative copywriting for MacLaren MRM, Nurun, Canadian Tire and more. Clients include World Vision, RBC Royal Bank, General Motors, Nestlé, Pristine LED Lighting, Mousetrap Communications, Canadian Tire.

Ask me about: Responding to the earthquake and tsunami in Japan.

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Copywriter

Toronto, Ontario  
Apr 2008 - Jul 2009

## GJP Advertising & Design

Creative copywriting, and conceptual development. New client pitches. Clients include Ontario Savings Bonds, Canadian Tire Financial Services, National Bank Financial Group, TradeFreedom, Innocap Investment Management, Sagicor Life Insurance, Sears Certified Real Estate Services.

Ask me about: Pitching Porsche Canada.

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Senior Manager, Marketing Communications & Copy

## CIBC

Creative copywriting, conceptual development and marketing management. Ad hoc ads for regional sponsorship initiatives, corporate donations and selected Local Area Marketing initiatives.

Ask me about: Developing a new department – Local Area Marketing.

Toronto, Ontario  
May 2004 - Apr 2008

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Senior Copywriter

## Sherman Laws Communications

Brochures, catalogues, new business pitches, online, flyers, catalogue and direct mail. Mentoring writers. Clients include Grand & Toy, Grand National Apparel.

Ask me about: The worst interview question I ever received.

Toronto, Ontario  
Apr 2003 - May 2004

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Copywriter

## Networks, a Pi Media Company

Corporate brochures, print ads, direct mail, web sites, and business presentations. Clients include Timothy's World Coffee, Ganz, World Youth Day, and St. Joseph Corporation companies.

Ask me about: A successful invitation that had our team bean-counting day and night.

Toronto, Ontario  
Feb 2000 - Oct 2002

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Copywriter

## Freelance

Toronto, Ontario  
Aug 1999 - Feb 2000

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Writer

## The T. Eaton Company

Toronto, Ontario  
Nov 1998 - Aug 1999

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Senior Copywriter

RecruitAd Advertising

Toronto, Ontario  
Mar 1998 - Nov 1998

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Copywriter

RecruitAd Advertising

Apr 1997 - Mar 1998

Education

Media Copywriting

Humber College

Toronto, Ontario

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Bachelor of Business Administration

Wilfrid Laurier University

Waterloo, Ontario

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