

# Lexi Ball

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## Key Qualifications

Multimedia storyteller  
Client advocate  
Creative innovator

Collaborative concepter  
Empathetic leader  
Strategic copywriter

Emerging tech enthusiast  
Impassioned presenter  
Proactive problem solver

## Highlights

Employee of the Year 2021

Nominated again in 2022

Winner of Hawkeye's 2022  
Best Storytelling Campaign

## Experience

### FireWatch | Creative Director

Dayton, OH • May 2023 – Sep 2024

- Implement operational systems in a startup environment to align the team and lead client projects from concept to design to installation.
- Develop a proprietary approach to experiential storytelling, designing powerful, immersive narratives for exhibits, events, and full permanent environments.
- Leverage a vast array of experiential and emerging media technologies to ideate, design, and execute forward-thinking experiences.
- Capture the ineffable values that unite FireWatch's startup team, translate them into a compelling brand vision to guide the company forward, and foster new client relationships with a go-to-market brand presence.

**Brands:** COSI Science Museum, TSJ Foundation, Boonshoft Children's Museum, Airstream, National Museum of the US Air Force

### Publicis Hawkeye | Senior Copywriter

Dallas, TX • Jan 2019 – Apr 2023

- Led projects as Associate Creative Director for 7 lines of business—shepherding and mentoring 10 junior creatives toward creative excellence and guiding design and copy for 14 touchpoints across the customer relationship journey.
- Delivered and presented full-scale CRM campaigns for 9 new business bids including Starbucks, Maine Tourism Board, Deep Eddy Vodka, USAA, and Reliant Energy.
- Partnered with 10 client teams on national and global brands to meet their business objectives by delivering award-winning work and directly contributed to relationship growth of \$1.8MM in revenue.

**Brands:** Timberland, Capital One, San Diego Zoo, Be The Match, PayPal

### Meyocks Agency | Copywriter

Des Moines, IA • Aug 2017 – Dec 2018

- Pitched 9 high-concept campaigns for new products, NFL sponsorships, and CSR.
- Produced 130+ pages of editorial content as well as YouTube descriptions and social media posts for 250+ videos of digital content on time, on budget, and on strategy.

- Cultivated 7 Hy-Vee product identities—from brand development to in-store execution to advertising—earning award recognition and customer advocacy.

**Brands:** Hy-Vee, Delta Dental, Farm Credit Services of America, Grinnell Mutual

### **Hasbro | Brand Writer**

Providence, RI • Jul 2016 – Jul 2017

- Generated character-driven copy for 190+ toys on a strict deadline dictated by the Blockbuster release of Transformers: The Last Knight.
- Took over the Beyblade brand—bringing severely past-due copy for 28 SKUs up to speed in 1 month and building a brand bible to ensure engaging creative execution in 6 global markets.
- Invented IP for a new toy line including world building, 17 character back stories, fresh play patterns, a graphic novel, and an overall brand identity.

**Brands:** Transformers, Marvel, Beyblade, Stretch Armstrong, Yo-Kai Watch

### **LPK | Verbal Intern**

Cincinnati, OH • Sep 2015 – Apr 2016

- Developed branding for 9 CPG brands, which included naming, taglines, print ads, brand positioning, and website content.
- Co-led 2 full-scale campaigns across 8 touchpoints for local non-profits.

**Brands:** P&G, Hershey's, Pringles, Always, Herbal Essences

### **Lion + Panda | Account Manager**

Dayton, OH • Feb 2015 – Sep 2015

- Extended 57% of existing accounts beyond original contracts.
- Managed a team of 8 creatives on 10 digital branding initiatives including website UX, SEO/SEM strategies, and social media campaigns.

**Brands:** Kettering Hospital, One Call Now, Winsupply, Advantic

### **Wilson Rebranding | Jr. Account Leader**

Dayton, OH • Feb 2014 – Feb 2015

- Co-managed the agency's largest account of \$7MM in revenue, guiding client teams through all parts of the project process.
- Partnered with strategy, multimedia, and creative teams to develop a memorable visitor experience at Teradata's yearly tech conference.

**Brand:** Teradata

## **Education**

### **Bachelor of Science | University of Pittsburgh**

Graduated in 2013

- Majors: Psychology and Philosophy
- Related coursework: Advertising, Logic, Linguistics, and Creative Writing

## **Additional Accomplishments**

- Co-authored a book applying Lean Six Sigma to professional development.
- Certified as a Lean Six Sigma yellow belt.
- Creative expertise includes screenwriting, improv comedy, photography, and poetry.