

LEXI BALL

lexiball.com | 937.689.6630 | lexi.l.ball@gmail.com

Key Qualifications

Empathetic leader
Client advocate
Creative innovator

Inclusive collaborator
Visual writer
Conceptual thinker

Impassioned presenter
Adaptable storyteller
Tech enthusiast

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

- Turn information into inspiration by developing a proprietary approach to experiential storytelling—designing immersive narratives for exhibits and events.
- Leverage a vast array of multimedia technologies to concept and design experiences that impact guests.
- Lead strategy and creative projects to empower 7 museum clients to connect on a deeper level with audiences.

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

- Partnered with 10 client teams to meet their business objectives by delivering award-winning work and directly contributed to relationship growth of \$1.8MM in revenue.
- Led projects as Associate Creative Director for 7 lines of business—shepherding 10 junior creatives and guiding design/copy for 14 touchpoints across the media landscape.
- Pitched 360 campaigns for 9 new business bids including Starbucks, Maine Tourism Board, Deep Eddy Vodka, USAA, and Reliant Energy.

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 product offerings, NFL sponsorships, and CSR.
- Produced 130+ pages of long-form content as well as social media posts for 250+ videos of digital content on time and on budget.
- Cultivated 7 Hy-Vee product identities—from brand development 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 voice bible for engaging creative execution in 6 global markets.
- Invented IP for a new toy line including world building, 17 character back stories, experimental play patterns, graphic novel, and 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 based on cultural trends, 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 development, SEO/SEM strategies, and social media campaigns.
- Streamlined ops by developing budget tracking, PM, and billing systems.

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.