

# Krista Maloney

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## CREATIVE DIRECTOR | BRAND BUILDER | STRATEGIST | STORYTELLER

Successful Creative Director and Brand Leader with over 22 years of experience in brand development, creative strategy, and team leadership. Empathetic manager with a proven track record of evolving and elevating world-class B2C and B2B brands. Adept at fostering creativity, driving data-driven marketing, and building high-performing teams. Proven ability to inspire and lead internal and external creative teams to execute innovative brand campaigns that drive revenue and engagement.

## EXPERIENCE

### Director, Creative & Content

#### Restore Hyper Wellness, Austin, TX | May 2022 – Present

Head of brand creative and content marketing across all touchpoints for the wellness brand. Inspire and mentor the creative and content teams. Project manage 100s of quarterly objectives and deadlines. Hire and manage freelancers. Manage a \$150k+ budget.

- Directed three unique brand campaigns for digital media and TV, including:
  - Brand awareness campaign featuring Restore ambassadors Tim and Demi Tebow
  - Highly successful holiday campaigns that generated over \$1.5 million in revenue in 2022 and 2023
  - Employer Brand Campaign used for prospecting and recruiting
- Theme creation, event design, and launch of Restore's annual franchise conference, which generated over \$400k in revenue with an additional \$75k in donations for the Restore Does More Foundation.

**Awards & Accolades:** The Stevie® Awards GOLD for Marketing Department of the Year, 2022 Webby Award Nominee for Best Social Media, Health & Wellness.

### Contract Creative Director

#### Ziff Media Group, Remote/Austin, TX | January 2022 – May 2022

Creative consultant for the RetailMeNot brand, a subsidiary of ZMG.

### Creative Director

#### Rev, Austin, TX | July 2021 | January 2022

Head of brand creative for the B2B company.

- Directed and managed a complete brand overhaul across all platforms and the site, including logo redesign, design systems, and creative expression.
- Upleveled the brand experience across all channels, including growth marketing, social, paid media, and tradeshows & events. Oversaw outside agency; hired freelance teams.

### RetailMeNot, Austin, TX

#### Creative Director | February 2018 – July 2021

Head of brand creative. Drove aggressive deadlines and inspired the team to push boundaries, work smarter, and stay on top of trends to drive performance.

- In partnership with the product team, we delivered a complete overhaul of the site, app, and emails (welcome series, customer journeys, transactional, blog/newsletter).
- Recreated the RetailMeNot Brand Book to redefine purpose and positioning, personality, voice, design systems, illustration library, and brand architecture.

- Built the first RetailMeNot Creative Content Studio, generating over \$2 million in revenue through the company's branded content program.
- Created the annual "Cash Back Day" event, which generated over \$2 million in revenue in 2019 and 2020 respectively.

### **Associate Creative Director | December 2015 – January 2018**

Head of creative, reported to VP of Brand. Built and mentored a small, highly productive, and high-performing team. Fostered a test-and-learn, iterative mentality. Delivered performance-driven assets for brand, product, seasonal campaigns, emails, OTT, and more.

- Led complete rebrand of LowestMed to RxSaver, a new category vertical for the brand.
- Rebranded Red Plum coupon book to RetailMeNot Everyday.
- Established processes and deadlines from concepts to final leadership presentations and approvals.
- Proud co-creator of the RetailMeNot Diversity, Equity & Inclusion program, DEI council member.
- Co-created the Care ERG, focused on mental and physical wellbeing and support.
- Women's ERG mentor.

### **Senior Copywriter | December 2011 – December 2015**

Head of copy. Defined the RetailMeNot brand personality and tone of voice. Art-directed design team for social, digital, and print ads. Wrote SEO-optimized app descriptions for Google Play and the App Store, resulting in 3 million downloads during its infancy. Managed brand, creative, and UX copy. Contributing writer for The Real Deal by RetailMeNot blog.

**Award:** 2015 People's Voice Webby Award, Best Shopping App

### **ADDITIONAL EXPERIENCE**

Ask me about my experiences as a creative coordinator at Victoria's Secret Direct, creative producer at clothing catalog, Boston Proper, and content manager at Golfsmith International.

### **EDUCATION**

Bachelor of Journalism, The University of Texas at Austin, College of Communication, Austin, TX

### **CERTIFICATIONS**

- Nominated by C-Suite to attend Emergent Execs, a six-month MBA-style executive accelerator program.
- Visual Design certification from General Assembly.
- IDEO U Certifications in Leading for Creativity, Storytelling for Influence, and Unlocking Creativity.

### **VOLUNTEER & FUNDRAISING**

**Volunteer:** Austin Animal Center, Austin Pets Alive!, Williamson County Regional Animal Shelter, Susan G. Komen Race for the Cure

**Fundraising:** Managed the Proper Affair charity fashion shows, raising \$40,000 in 2009 and \$96,000 in 2010. Proceeds went to the Achievement Centers for Children and Families in Delray Beach, FL.