

# KRISTOPHER KAIYALA

## AGENCY CREATIVE DIRECTOR, COPY

Experienced team lead and multifaceted writer with a demonstrated history of creating insightful branded and non-branded digital content on a variety of topics. [www.kristopherkaiyala.com](http://www.kristopherkaiyala.com)

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### LEADERSHIP

Director of teams and projects, manager of people and processes, cultivator of positive and inclusive work environments.

### SKILLS

Creative direction  
Editorial specialist  
Client-facing  
Manager and mentor

### CONTACT

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[LinkedIn Profile](#)

### EXPERIENCE

#### DIRECTOR OF CREATIVE OPERATIONS - WUNDERMAN THOMPSON 2019-2023

Co-led a diverse team of 50+ creative leads, designers, writers, UX architects, interns, and freelancers. Collaborated daily with leads across disciplines to ensure project teams were properly staffed and doing their best work. Partnered closely with recruiting and resourcing to evaluate and assign talent. Managed large team of freelancers. Worked with agency leadership to evaluate and staff new business opportunities. Managed direct reports. Drove creative projects. Edited and proofread digital content. Advocated for the needs and goals of creative team members across the agency.

#### WRITER, DIRECTOR, PRODUCER - DIRT AN AUDIO DRAMA 2020-2024

1.2 million downloads and counting. Available on Spotify, Apple Podcasts, and Amazon Music. Write, direct, and produce all episodes, plus marketing and social media content. Responsible for all casting as well as recording, editing, mixing of all audio. [dirtaudiodrama.com](http://dirtaudiodrama.com)

#### CREATIVE DIRECTOR, COPY - POSSIBLE 2012-2019

Co-led a diverse team of 40+ creative leads, designers, writers, UX architects, interns, and freelancers. Drove creative projects. Partnered closely with recruiting and resourcing to evaluate and assign talent, and ensure resource capacity. Wrote, edited, and proofread agency and client content. Provided art direction. Advocated for the needs and goals of creative team members across the agency.

**ASSOCIATE CREATIVE DIRECTOR, COPY - ZAAZ** 2008-2012  
Responsible for directing small project teams consisting of designers, writers, and user experience architects. Presented work and pitched new business opportunities to clients. Created digital content. Provided art direction. Worked closely with account directors, project managers, and other group directors to ensure timely project delivery and client satisfaction.

**FREELANCE WRITER AND EDITOR** 2001-2008  
Client list: Powder Magazine, The Ski Journal, MSN.com, MSNBC.com, Microsoft, amazon.com, Backcountry magazine, Coast Mountain Culture, The Snowboarder's Journal, Wilderness Press, Twothousandstrong (as PR writer clients included Bravo, Showtime, ESPN, Electronic Arts).

**EDITOR IN CHIEF - CHICAGO.CITYSEARCH.COM** 1999-2001  
Responsible for daily editorial operation of award-winning online city guide. Managed up to a dozen staff editors, writers, and designers. Led editorial meetings and represented editorial in management meetings. Managed editorial budget. Hired and trained all creative staff.

**ASSOCIATE PRODUCER - CHICAGO.SIDEWALK.COM** 1997-1999  
Wrote, edited, and assigned articles and critical reviews on all topics for Microsoft's award-winning online city guide. Managed team of freelancers. Reported on major sporting events including the Chicago Bears, Chicago Fire, PGA, and Women's World Cup Soccer. Created innovative weekly e-mail newsletters.

**ASSOCIATE EDITOR - CINEMANIA.MSN.COM** 1996-1997  
Assigned, edited, and wrote weekly film reviews and site content for one of Microsoft's first-ever consumer websites. Managed a dozen national freelancers. Maintained editorial calendar and led weekly editorial meetings. Briefed other groups on web best practices. Wrote feature articles and film reviews.

**EDITORIAL INTERN - ALASKA AIRLINES MAGAZINE** 1994

## **EDUCATION**

**BA CREATIVE WRITING - UNIVERSITY OF WASHINGTON** 1994