KATOSHA O'DANIEL

Creative Director | Brand Strategy — Visual Identity • Integrated Campaigns • Creative Team Leadership

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PROFESSIONAL SUMMARY

Creative leader with 10+ years of experience shaping brand strategy, developing concepts, and leading creative development across integrated campaigns, video, and immersive experiences. Skilled at guiding designers, aligning cross-functional teams, and securing stakeholder buy-in to bring creative visions to life. Proven record of building creative capabilities, improving efficiency, and delivering measurable business impact across technology, consumer brands, and entertainment.

CORE COMPETENCIES

- **Brand Strategy & Creative Development:** Brand Positioning • Creative Concepts • Audience Insights • Brand Narratives • Strategic Briefs • Creative Pitches & Presentations
- **Creative Direction & Visual Identity:** Visual Concept Development • Art Direction • Brand Expression • Design Reviews & Feedback • Storyboards & Mood Boards • Creative Standards & Consistency
- **Integrated Marketing & Experiences:** Integrated Campaigns • Film & Video • Digital & Social Content • Experiential Marketing • Live Events • Immersive Experiences
- **Creative Leadership & Innovation:** Creative Team Development • Designer Mentorship • Cross-Functional Leadership • Executive Stakeholder Alignment • Creative Production • Generative AI & Prompt Development

PROFESSIONAL EXPERIENCE

THE VILLAGES | THE VILLAGES, FL

Assistant Creative Director | *Creative Strategy & New Growth* | January 2025 – September 2026

- Partnered with executive leadership to translate business priorities into creative strategies, brand narratives, and audience-centered concepts for growth initiatives, new developments, and community experiences.
- Led creative concept development for the Senior Games brand refresh and opening ceremony, shaping positioning, messaging, and visual direction. Guided designers through concept reviews and revisions, securing stakeholder approval for the look and feel across communications, venues, and live events.
- Integrated generative AI into the Fall Season of Celebration concept development, guiding designers in prompt development for ChatGPT and Adobe Firefly to explore, refine, and evaluate creative directions across The Villages' communities.
- Developed storyboards, mood boards, and video concepts for destination stories, grand openings, and new initiatives, translating creative strategies into engaging audience-facing content.
- Increased resident engagement by 45% in fewer than six months through integrated storytelling, communications, and brand enhancements.

GENERAL MOTORS | REMOTE ROLE

Head Writer | *Project Strategist* | *Creative Director & Producer* | May 2022 – April 2024

- Built GM Energy's first in-house creative organization, helping recruit and develop creative talent while establishing creative direction and brand standards. Increased team capacity and efficiency by more than 50% and generated approximately $16 million in agency cost savings.
- Created and led Watts New, GM Energy's live-to-tape television series, serving as showrunner, head writer, creative director, and executive producer across concept development, scripting, casting, production, video direction, and post-production. Reached more than 500,000 dealers and 90,000 employees.
- Translated complex electrification and home-energy technologies into accessible, audience-centered narratives, connecting technical capabilities to customer needs and broader brand objectives.

- Developed creative strategy, narrative concepts, and experiential storytelling for EV Living, GM Energy's immersive conference activation, contributing to a 50% increase in conference attendance and a 40% increase in traffic to EVEnergyLive.com.
- Aligned 10 internal teams and four external agencies around shared creative direction, brand messaging, and business priorities.
- Collaborated with the Design Lead on storyboards and visual development, partnering with video editors to refine narrative structure, pacing, and creative execution.

PUBLIX SUPER MARKETS | LAKELAND, FL

Senior Copywriter | *Creative Lead* | June 2021 – May 2022

- Developed campaign concepts, advertising copy, scripts, and social content, translating consumer insights and brand priorities into integrated creative across channels.
- Partnered with an art director on storyboards and visual development, aligning narrative intent with visual storytelling for video and integrated campaigns.
- Improved collaborative creative workflows, increasing team productivity by 40% while improving creative quality and approval efficiency.

HASBRO | PAWTUCKET, RI / REMOTE ROLE

Senior Game Design Writer (Narrative Designer) | *Functional Manager* | April 2021 – June 2021

- Led naming and narrative development for products, characters, and stories across a portfolio of more than 100 tabletop and family-entertainment brands.
- Collaborated with product, design, engineering, and marketing teams to align product concepts, character development, storytelling, and brand identity.
- Reimagined iconic brands, including Candy Land and Chutes & Ladders, through inclusive storytelling that preserved recognizable identities and consistent brand expression.

WALT DISNEY IMAGINEERING | LAKE BUENA VISTA, FL

Staff Writer | *Story & Experience Development* | May 2016 – December 2020

- Developed creative concepts, scripts, and storyboards for immersive entertainment experiences, translating creative objectives into engaging guest-facing storytelling.
- Co-led creative development for Mickey Shorts Theater at Disney's Hollywood Studios, helping shape the storytelling and presentation of the experience.
- Contributed to story and experience development for TRON Lightcycle / Run, Epcot festivals, Disney's Riviera Resort, Gran Destino Tower, Disney Cruise Line, and other projects.
- Collaborated with creative executives, producers, designers, and technical teams to develop concepts, align narrative intent with visual and experiential design, and carry ideas through creative reviews and production.
- Progressed from Professional Writing Intern to Associate Writer to Staff Writer, expanding responsibility across narrative development, scriptwriting, and multidisciplinary creative collaboration.

EDUCATION

Ph.D., English, University of Florida

M.A., English, University of Tennessee, Chattanooga

B.A., English, University of Tennessee, Knoxville

TEACHING EXPERIENCE

- Adjunct Professor of English & Writing, College of the Florida Keys, 2025 – Present.
- Instructor and Graduate Teaching Assistant, University of Florida, August 2013 – May 2016.
- Writing Coach, Meigs County Board of Education, Decatur, TN, January 2010 – December 2012 — designed a writing program for the district.