

Rob Beatson, Writer & Creative Director  
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## SNAPSHOT

- Award-winning ad/marketing copywriter/CD with more than 25 years of agency and in-house experience across many nationally known brands and diverse industries.
- Versatile creative partner/consultant with expertise in branding, advertising, social media/content marketing and digital/print marketing communications.
- Creative manager, mentor, teacher and workshop leader for all things grammar, style, tone and voice.

## CAREER

### ***Brand Voice Lead/CD of Copy***

#### ***Studio 361, TD Bank's U.S. In-House Agency (March 2018 to present)***

- Currently serve as founding member and co-leader of TD's first-ever U.S.-based full-service in-house agency. Report directly to the Head of Brand & Channel Marketing.
- Manage a team of 10+ full-time and contract copywriters and serve as Co-Creative Director of the agency's 30-person creative team. Studio 361 handles a wide variety of national, regional and local brand and marketing initiatives across diverse retail and small business channels—from digital, web and physical environments to video, social/content marketing, new-media and print.
- As CD of Copy, I oversee TD's U.S. brand voice, editorial standards and tonal style and lead a team of talented senior and junior writers dedicated to crisp, conversational and strategic copy that's always on brief, on time and on brand.
- Since joining TD in '18, Studio 361 has grown from a small marketing and production shop into a full-service agency that handles all levels of campaign/project tactics supporting TD's business lines and brand. We also work closely with our external agency partners as co-collaborators, reviewers and consultants to ensure brand/voice continuity and equity.

### ***Lead Writer/Creative Manager***

#### ***Capital One/Capital One 360 (2012 to March 2018)***

- Currently serve as Creative Manager and Leadership Member on Consumer Bank Marketing's Market Destination Team, which oversees national expansion efforts for digital consumer banking (checking & savings products), physical environments (Capital One Cafés & branches) and more.
- Co-manage a team of ADs, writers, PMs and partner on all aspects of in-store branding, mass media advertising, DM/EM acquisition marketing and customer experience efforts.

### ***Head Writer/Brand Team***

#### ***ING DIRECT (2008 to 2012)***

- Served as ING DIRECT's first-ever in-house copywriter and owner of its consumer-facing Voice, collaborating with multidisciplinary teams on national digital/print advertising/marketing campaigns for savings, checking, mortgage and investing products.

### ***Senior Communications Manager***

#### ***Christiana Care Health System (2005 to 2008)***

- Served a dual role as lead account manager/writer in charge of major in-house clients such as The Heart Center and The Graham Cancer Center.

### ***Senior Copywriter***

#### ***MBNA Advertising/MBNA America (1999 to 2005)***

- Principal writer for leading credit card issuer's in-house agency, working closely with fellow creatives, AEs and PMs on national affinity/consumer marketing across all channels.

***Deardorff Associates (1996 to 1999)***

***Senior Copywriter***

- Lead writer for busy 15-person B2B shop, partnering with clients that included DuPont, W.L. Gore, Andersen Consulting, CSC, College Park Communities and others.

***Writer/Editor/Marketing Communications Pro (1986 to 1996)***

**EDUCATION**

Bachelor of Arts, Communications  
University of Delaware