

# Deborah Moss

Creative Director. Copywriter. Director.

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Award-winning Creative Director passionate about storytelling and empowering women and girls. Journalist turned copywriter, I solve business problems with purpose-driven platforms, campaigns and content for B2B and B2C. Favorite work: WNBA campaign that won **One Show Bronze Pencil, Effie Gold, Shorty Social Good** and was shortlisted for **Cannes Lion**.

Writer & Director  
Interviewer & Storyteller  
Experienced collaborator  
Brand Strategy  
Meaningful campaigns  
Branded Journalism

## Professional Experience

**Delicias Productions**  
**Chief Creation Officer**  
Feb 2019-current  
New York, NY + Nosara, CR

I specialize in purposeful campaigns with expertise in women's empowerment, mental wellness, ESG and technology. I work as a Creative Director, Editorial Director, business writer, scriptwriter and researcher.

I bring creative, strategic, leadership and management chops to projects like, **Girls Who Code with Accenture, social-purpose videos for the NBA, Put Me On for Gopuff and 3M for Bloomberg Media Studios.**

**Edelman**  
**Group Creative Director**  
Oct 2015 - Feb 2019  
New York, NY

I led teams building campaigns and content to garner earned media and social sharing as a member of Edelman's Communications Marketing creative department (e.g. **award-winning WNBA campaign, Take a Seat, Take a Stand.**)

Collaborated with PR account leads to cultivate creative offerings for existing PR clients and won new business for brands such as **Cigna, TJX, Unilever Food Solutions and SculpSure.**

**OgilvyEntertainment**  
**Creative Director**  
Aug 2014 - Sept 2015  
New York, NY

As lead creative for **OgilvyEntertainment** I headed the award-winning **DuPont** content team. For **DuPont** and clients such as **Lenovo** and **Philips**, I served as Creative Director, writer, interviewer and co-director.

Pursued business development by pitching entertainment-led campaigns and content to existing Ogilvy clients such as **IKEA, Jim Beam** and **The North Face.**

**Harmony Projects**  
**Chief Content Officer**  
March 2012 - Sept 2014  
New York, NY + Nosara, CR

Led marketing strategy, content creation and communications for this Costa Rican based business that includes hotels, restaurants, stores and a philanthropy. Led ideation

and managed creative teams for all marketing materials from videos to onsite signage. Managed public relations and messaging for community outreach.

**Great Works Agency**  
**Creative Director**  
Feb 2007 - Jan 2012  
New York, NY

Co-created the US office for this award-winning digital shop that **Adweek** named 2010 **Agency of the Year**. Worked in multiple capacities in all aspects of the integrated agency projects.

Directed teams to work with clients such as **Absolut, Armani, Kahlúa, Karlsson's Vodka, Level Vodka, Malibu Rum, Vespa** and **Yves Saint Laurent's Belle D'Opium**

**Journalist: Print, Web & Script writer**  
1997-2007  
New York, NY

Wrote and edited for magazines such as: **Sports Illustrated, ESPN, Fortune, Men's Health, Time Out NY, Marie Claire, Condé Nast Sports for Women, SI Women** and **Golf For Women.**

Developed and wrote scripts for **Oxygen TV's** women's sports show, **We Sweat**. Regular contributor to websites such as **moneycnn.com, lifetimetv.com, oxygen.com, fortune.com** and **learnvest.com.**

## Education

University of Kentucky, MA  
Centre College, BA

## Life experience

Equality League Founding Board Member  
Private pilot in-training