

ELAYNE KARP

NYC-based Copy and Creative Director | 646-335-3978

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HEAD OF COPY

Purpose-driven brand storyteller and creative leader driving strategic and creative excellence, with 12 years' experience in a regulated environment. Equal parts big picture thinker and hands-on doer with a flair for translating complex business strategies into simple, effective messaging expressed in a clear, consistent brand voice across channels. Expert at building high-performing copy and creative teams, leading cross-functional alignment, enacting scalable operational efficiencies, and delivering measurable business outcomes.

CAREER HIGHLIGHTS

- Rebranded TD Ameritrade in support of a new strategic positioning, leading to a rise from #5 to #3 in consideration. Evolved brand purpose, messaging hierarchy, brand voice, and client experience principles.
- Owned messaging strategy and led content development of communications transitioning TD Ameritrade clients to Schwab in the largest financial services industry acquisition, achieving a 96% retention rate.
- Defined the strategic narrative and directed creative execution for Rio Olympics sponsorship campaign: #1 social media campaign for TD Ameritrade; launch video ranked #2 most emotional by *Adweek*.

PROFESSIONAL EXPERIENCE

CHARLES SCHWAB & CO, INC., NEW YORK, NY

June 2021-August 2024

CREATIVE DIRECTOR, IN-HOUSE AGENCY / BRAND INTEGRATION LEAD

Led in-house agency team through the largest financial services industry acquisition, owning delivery of client communications essential to transitioning 17M accounts totaling \$2T in assets from TD Ameritrade to Schwab.

- Translated a complex acquisition integration strategy into clear, compelling, client-first creative narratives aligned to corporate goals, delivering a 96% retention rate that exceeded expectations.
- Concepted, wrote, and creative directed journey-based transition communications for the full client base. Applied deep knowledge of audience and messaging variability to build a flexible content delivery system within a consistent client experience framework.
- Aligned internal and external stakeholders on creative strategy implementation throughout a multi-phase integration within a regulatory environment. Served as final editorial gatekeeper for high-visibility communications, ensuring clarity, accuracy, and brand voice consistency.
- Co-led the senior-level Marketing Integration Team that transitioned retained TD Ameritrade products and services to Schwab, facilitating client continuity, retention, and growth across the combined organization.
- Guided positioning of a new sub-brand launch targeting the client segment driving 90% of revenue. Wrote creative assets that generated a 1,412% increase in website traffic and 1.37M social media impressions.
- Oversaw an in-house produced social media campaign that engaged young investors with culturally relevant short-form videos and posts designed to boost their financial literacy and the company's brand relevance.

TD AMERITRADE, JERSEY CITY, NJ

July 2012-June 2021

DIRECTOR, IN-HOUSE AGENCY / EXECUTIVE CREATIVE DIRECTOR (Feb. 2019-June 2021)

Led a 30-person multi-disciplinary team, setting standards for creative excellence, strategic thinking, and operational discipline while fostering a culture of accountability and continuous improvement.

- Oversaw 40–60 projects per month, guiding the copy and creative team with strategic direction for priority initiatives while enabling autonomous execution across day-to-day work.
- Delivered strategic messaging and creative feedback that elevated storytelling of multi-channel marketing initiatives, contributing to increased client loyalty, product adoption, and net new asset growth.
- Served as a subject matter expert to Marketing, Product, and Business partners, shaping data-driven insights into resonant messaging strategies that balanced brand, business, and client needs.

- Transformed the social media marketing program into an always-on full-funnel growth engine, launching a dedicated copy and design team that increased content production while delivering 40% cost savings.
- Repositioned the in-house agency to a strategic brand partner driving client engagement, conversion, and retention goals. Crafted mission, vision, and value statements that reinforced the enhanced role in the firm.
- Introduced scalable operating models improving speed to market and driving measurable results, including 300% year-over-year increase in futures contracts and significant lift in trading platform engagement.

SR. COPY MANAGER, IN-HOUSE AGENCY (Nov. 2013-Feb. 2019)

Led and mentored the writing team to develop high-impact copy tailored to diverse audiences across multiple lines of business, ensuring consistency in brand voice and alignment with business goals.

- Revitalized a challenger brand in support of a new purpose and strategic positioning. Owned brand voice while collaborating with agency and Brand partners to evolve strategic and client experience frameworks.
- Championed consistent brand expression at all touchpoints for multi-channel communications, elevating brand consideration from #5 to #3, and increasing brand relevance, and category differentiation.
- Delivered the highest-performing social-media campaign for the company's Olympics sponsorship. Insight-driven storytelling boosted brand affinity, reached new audiences, and drove significant earned media.
- Oversaw trigger-based Trader marketing campaigns that enhanced conversion rates throughout the client lifecycle and contributed to generating over \$4M in incremental revenue annually.
- Shaped onboarding content strategy and oversaw creative development of streamlined welcome kits that better reflected the simple, straightforward brand experience and saved 40% in production costs.

COPY MANAGER, IN-HOUSE AGENCY (July 2012-Nov. 2013)

Led the copywriting function for a startup in-house agency that saved the company \$3M per year on average. Grew the team from 2-6 associates, overseeing their creative work while delivering my own slate of projects.

- Translated data-driven insights into brand-aligned marketing campaigns for B2C and B2B lines of business, ensuring complex financial topics were accurately and simply communicated across touchpoints.
- Worked directly with Trader product team to launch a college-based financial education program and virtual trading competition with expanded audience reach and increased participation year over year.
- Defined brand positioning and developed copy and design guidelines under a tight timeline, driving top-down organizational alignment and consistent implementation across the enterprise.

WILSON RELATIONSHIP MARKETING SERVICES, NEW YORK, NY

July 2006-Mar. 2012

VICE PRESIDENT / CREATIVE DIRECTOR

Played a key role in building a 15-person startup to a 50-person agency, shaping creative process and operations. Managed a creative team delivering high-volume projects with tight budgets and deadlines.

- Drove creative strategy and execution of acquisition, cross-sell, upsell, and win-back campaigns for blue-chip clients across B2C and B2B segments, in support of lead generation and growth initiatives.
- Wrote compelling short- and long-form copy for digital, print, and broadcast channels, including a top-performing DRTV spot and multiple direct mail packages that became controls due to high response rates.
- Worked closely with CEO on new business initiatives. Secured the \$2.5M Mastercard account due to long-standing, past professional relationships.

OTHER CLIENT EXPERIENCE

Mastercard, Wells Fargo, Charter Communications/Charter Business, Comcast, Guthy-Renker, One Medical, The Home Depot, AARP, AAA, AOL, Columbia House, Monaco Government Tourist Office, Tourist Office of Spain, A&E Networks, Austin Nichols, Beiersdorf Skin Care, Scholastic, Time Life, Panasonic, Ralston Purina

EDUCATION

State University of NY at Buffalo; B.A., Communication; Specialization: Advertising & Public Relations