

CELIE O'NEIL-HART

Inspiring creative bent on behavior change

CAMPAIGN AND CREATIVE LEADERSHIP

Group Creative Director, Global Head of Content & Writing

Pinterest — San Francisco, CA MARCH 2020- PRESENT

Lead a team of 12 full-time writers across 5 countries (US, UK, IE, FR, DE) and 5 audiences (consumer, creator, advertiser, investor and employee). Own Pinterest's messaging strategy for the last 4 years, collaborating with product, legal, research, and more to earn company-wide adoption and roadmap alignment. Creative direct global campaigns like Pinterest Predicts while overseeing copy for sensitive product launches like age verification and teen safety. Develop and evangelize Pinterest brand guidelines, brand site, and company values. Consistently beat company benchmarks in management feedback as a collaborative, inspiring leader. Increased marketing-attributed revenue of the trends program by 6x.

Global Head of Executive Communications

Pinterest — San Francisco, CA JULY 2019 - MARCH 2020

Crafted speeches, talking points, emails, and op-eds for the top executives at Pinterest, including CEO and founder Ben Silbermann, CCO and founder Evan Sharp, and CMO Andréa Mallard. Earned an increase in exec following of 40% or more across channels.

Global Head of Trust & Transparency Marketing

Google, YouTube — San Bruno, CA DECEMBER 2017 - JULY 2019

Oversaw marketing and communications on Google's thorniest topics, such as privacy, brand safety and regulation. Developed YouTube's trust and safety narratives. Wrote speeches for Google's highest-ranking executives. Launched our first-ever transparency report. In 6 months, 90% of target audience unpaused and returned to YouTube.

Content Marketing Manager, YouTube Ads

Google, YouTube — San Bruno, CA SEPTEMBER 2014 -DECEMBER 2017

As the content lead for YouTube Ads Marketing, oversaw narrative, messaging, and content planning for the team. Managed social for Brandcast and increased the reach of the event by 20x, trending nationally on Twitter. Increased readership of editorial by 8x and time spent with YouTube Ads content by 50%.

AD AGENCY & EDITORIAL EXPERIENCE

Senior Copywriter

Hill Holliday — Boston, MA AUGUST 2011 - SEPTEMBER 2014

Editorial Assistant

The New Yorker — Boston, MA JANUARY 2010 - APRIL 2014

CONTACT

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WORK SAMPLES

MARKETING: [Pinterest Predicts](#), [NYT ad](#), [Pinterest Presents](#), [Teen Safety](#), [YouTube CEO Susan Wojcicki on empowering ads](#)

COMMS: [CEO Bill Ready on AI](#), [CEO Ben Silbermann on a more Inspired Internet](#), [CCO Evan Sharp on a kinder social network](#)

SOCIAL GOOD: [Inspired Internet Pledge](#), [How We Feel app](#), [Allyship in Advertising](#)

COMPANY: [Brand guidelines](#), [Company values](#)

SPECIALTIES

Managing and inspiring creative teams; messaging strategies; creative briefs; campaign concepts and copywriting; crisis comms; exec comms; c-suite stakeholder management; manifestos that move you.

EDUCATION

Boston University

2006-2010

College of Communication

B.S. Journalism

Magna cum laude