

# Kim Christian Olson

DIGITAL WRITER

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## AWARDS

2013 Gold MM&M Awards  
Best Branded Website

2013 W3 Awards - 3 Silver Awards

2013 Webby Award

2010 DTC Nationals  
Best Website

2005 Pharma AD Star

2003 DTC Nationals  
Best Integrated Campaign

## EDUCATION

SCHOOL OF VISUAL ARTS,  
New York, NY  
Student and later, instructor.

HARTWICK COLLEGE,  
Oneonta, NY  
Bachelor of Arts.

## EXPERIENCE

### Saatchi Wellness

2007 – 2013 Group Digital Creative Director

Built interactive creative department at the agency, supervised overall digital workload. Led and won digital pitches and conducted ongoing hiring and agency training. Coordinated digital and CRM campaigns for all brands, including mobile, apps and social media. Supervised launch of award-winning agency site, [saatchiwellness.com](http://saatchiwellness.com).

### SANOFI AVENTIS

Created [coloncancernews.com](http://coloncancernews.com), award-winning Wall of Survivorship for [fightwomanscancer.com](http://fightwomanscancer.com). Launched all digital for Multaq.

### CHATTEM

Created digital OTC launch of Allegra, including rich media banners, Facebook social media, smart phone apps, and gaming. Supervised digital launch of Nasacort.

### ABBVIE

Supervised digital for indications of Humira, including branded and unbranded sites, mobile, iPad apps and social media.

### FRONTLINE

Supervised all digital work on Frontline, Heartgard, and launch of Certifact.

### NESTLE BOOST

Supervised all digital work including mobile apps, banners and social media campaigns.

### Ogilvy & Mather

1995 – 2006 Creative Director, Senior Partner

### AMERICAN EXPRESS

Created brand leading campaigns for American Express Gift Cards - TV, DTC, radio.

### JAGUAR

Created global launch of the S-Type. Created new model launches for XJ-8, XK-8. Oversaw print, retail, internet and brochures.

### MERCK PHARMACEUTICAL

Created launch of Zocor Heart Protection Campaign - TV, print, DTC, internet and CRM programs.

### THE COCA COLA COMPANY

2006 launch of domestic Fanta campaign - TV, outdoor, internet, and MTV tie in. Created TV for international Fanta Campaign.