

NIKKI BALLER

Certified Diversity Executive & Group Creative Director
Catalyze DEI impacts at the intersection of allyship and creative leadership.

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Trailblazing creative and DEI program designer who fuses strategic vision with an illustrious creative legacy to evoke meaningful change in advertising and beyond. Passionate about amplifying historically excluded voices in media to shift perspective, produce inclusive advertising narratives, and garner profitability year-over-year. Fearlessly spearheads transformative internal shifts, fostering atmospheres of inclusion underscored by integrity and ethical practices that mobilize teams at all levels and maximize outstanding business results.

- ✓ **Earned several notable awards** between 2002 and 2019 including the Clio, Cannes, The One Show, CA Annual, and Effie Awards.
- ✓ **Built the DEI Framework™** – a proprietary model that guides corporate executives and B2B clients in translating DEI vision to action.
- ✓ **Amplified diversity efforts** from an advertising lens and built creative leadership background, including 15+ years as an award-winning Creative Director and Copywriter in New York and Atlanta.

PROFESSIONAL EXPERIENCE

ABC Company | Boutique DEI consultancy 2019 to Present

CERTIFIED DIVERSITY EXECUTIVE / TRAINER & FACILITATOR

Scope: Learning & Development | Executive Consulting & Coaching | Employee Advocacy | Talent Engagement & Retention | IDI Assessments

Founded a 6-figure DEI collective consultancy stimulating lasting change in the workplace at the nexus of social impact and advertising. Built framework, DEI™, to assess, consult, coach, and train staff at all levels, including C-suite executives. Trained 5K+ employees, facilitated coaching for 100+ senior leaders, and supported 100-25K employee workforces. Generated a 70% repeat client rate.

- ✓ **Partnered with the nonprofit, BLAC**, to train 100+ leaders across 22 ad agencies on the challenges facing Black talent in advertising.
- ✓ **Enriched client experience** by hiring 20+ DEI collaborators who offer diverse perspectives and lived experiences in the program.
- ✓ **Facilitated a successful all-hands** training that led to a 3-year partnership to further support retention efforts for a creative agency.
- ✓ **Partnered with C-level** leaders at Huge to develop a panel event, "Huge Voices XX Factor," discussing the gender gap in sports.
- ✓ **Launched** the 1st DEI strategy for an independent creative company; delivered proprietary training, guided leaders through Google All-In training, and counseled 2 executives on DEI strategy implementation.

DEF Company | *Freelance creative, strategic marketing, and DEI consulting service* 2016 to 2019

CREATIVE DIRECTOR / CAUSE MARKETING & NONPROFIT CONSULTANT / DEI CONSULTANT

Scope: Creative Direction | Copywriting | Diversity, Equity, & Inclusion Consulting | Project Management | Training & Instruction

Activated and deployed meaningful cause marketing campaigns for 14+ advertising agencies, enterprises, and nonprofits dedicated to change through social justice. Delivered a suite of services to meet marketing, DEI, brand design needs, and more.

Clients: *Huge, National Center for Civil & Human Rights, American Cancer Society, Moxie, We Are Rosie, Icon, IQ Agency, ATL Regional Commission, Usher's New Look, Ford, Children's Healthcare of Atlanta, Real Consent & Behavioral Science Technologies, and more.*

GHI | *Private, for-profit advertising portfolio school* 2015 to 2021

INSTRUCTOR / DEI CONSULTANT

Scope: Instructional Design | DEI Educational Programming | Student & Employee Mentorship | Performance Evaluation | Concept Development

Translated lived and professional accolades to train the next generation of advertising leaders. Identified need for a formalized DEI program and advised executive directors on best practices and implementation. Earned recognition for enhancing recruitment, scholarship practices, events, and student-run initiatives. Offered dual expertise in advertising (copywriting and art direction) and DEI consulting.

- ✓ **Created pathways** for the school and advertising students to collaborate on high-visibility events, increasing student participation 30%.
- ✓ **Spearheaded, designed**, and led the "3% Conference Super Bowl" Tweetup campaign for 3 years – an event aimed at attracting more female Creative Directors to the industry. Secured partnership with The 3% Movement organization and named the official host of the event after the first year.

JKL Company | *Global independent investment management company* 2015 to 2016

DIVERSITY & INCLUSION COMMUNICATIONS CONSULTANT (CONTRACT)

Scope: Corporate Communications | Global DEI Strategy Planning | Stakeholder Advising | Content Strategy

Tapped to advise leaders on maximizing impact of employee resource groups, with emphasis on the JKL Women’s Network. Engaged, educated, and empowered a 6K global workforce, developing integrated communication plans and campaign rollouts in partnership with DEI and Communication teams (US/UK). Co-developed framework for talent development, training, retention, and workforce education.

- ✓ **Authored communication strategy** to support two Business Resource Groups (BRG) during a \$5.7B merger.
- ✓ **Produced an award-winning Pride Campaign** while simultaneously launching the JKL Proud Network, a new LGBTQ+ BRG.
- ✓ **Promoted equality** by creating a gender-neutral language style guide utilized for internal and external communications.
- ✓ **Boosted consistent**, inclusive brand messaging for multiple campaigns in conjunction with brand, marketing, and HR division leaders.

MNO Company | *Advertising agency* 2013 to 2016

GROUP CREATIVE DIRECTOR / COPYWRITER

Scope: Creative Direction & Management | Diversity, Equity, & Inclusion Programming | Partnership Development | Program Management

Recruited to manage key accounts, develop creative visions, and lead campaigns to meet client objectives. Supervised and mentored a team of 10+ creatives and 8 interns. Expanded role to launch and lead the first Diversity & Inclusion committee from the ground up. Worked in tandem with Human Resources to develop a diversity program strategy and DEI learning path, gaining full support from C-level executives.

- ✓ **Cultivated a partnership** with the CMO of a multimillion-dollar client, resulting in a contract renewal equal to 25% of annual revenue.
- ✓ **Expanded DEI Committee** from 2 to 12+ members and reached nearly 100% agency attendance during heritage month programming.
- ✓ **Formalized an internal mentorship** program that cultivated a culture of collaboration and growth between leaders and employees.

ADDITIONAL CAREER HISTORY: 15+ years as a Creative Director and Copywriter in New York and Atlanta. Agencies include Ogilvy, BBDO, TBWA\Chiat\Day, Kirshenbaum & Bond, G Whiz, DiMassimo Goldstein, Hill Holliday, Anthem Worldwide, GTB, and more.

SELECTED COMMUNITY LEADERSHIP

4 A’s Multicultural Advertising Intern Program (MIAP) | Mentor 2020 to Present
 100 Roses from Concrete | G.R.O.W.T.H. Mentor 2020 to 2021
 SheSays Atlanta | Chapter Director 2018 to 2021

EDUCATION & CREDENTIALS

Kent State University | B.S., Journalism & Mass Communication (Advertising)
Miami Ad School Atlanta, Portfolio Center | Masters Equivalent in Copywriting
Institute for Diversity Certification (Society for Diversity) | Certified Diversity Executive (CDE) Credential Program

Intercultural Development Inventory, LLC. | IDI Qualified Administrator Certification
edX | Communication Skills for Bridging Divides (course completion)

“As a Black professional, I was familiar with many of the concepts discussed, but it was refreshing to talk about these issues from an intersectional perspective. With ABC Company, I learned to better acknowledge my own biases. I will now be able to focus on a more equitable approach, identify and diffuse toxic situations, move through them more empathetically, and give space to those who identify differently from me.” - Workshop Participant

Resume Strategy

This ambitious and passionate client was a well-respected leader in the advertising industry but was struggling to create a resume that accurately connected the dots between her creative background and desire to pivot as a DEI professional. She had plenty of experience building programs, and shifting cultures, and even built her own DEI company in 2019. However, this experience was not translating and she was being passed up for roles due to “limited” experience.

When building her resume, I clearly emphasized the internal impacts she often identified and solved while still honoring her achievements in advertising. The color scheme and font header mirror her company’s brand colors and font.

Category: Difficult Transition (classic)