

Celie O'Neil-Hart

Inspiring creative bent on behavior change

celie.work
ceceliaoneilhart.com
San Francisco, CA

Campaign & Creative Leadership

Pinterest

Group Creative Director, Head of Content & Writing

San Francisco, CA — March 2020 - Present

- Lead a global 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 sensitive product launches like age verification for teen safety.
- Develop and evangelize Pinterest values, brand guidelines, brand site.
- Consistently beat company benchmarks in management feedback as a collaborative and inspiring leader.
- Increased marketing-attributed revenue to our social trends program by 6x.

Global Head of Executive Communications

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.

Google & YouTube

Global Head of Trust & Transparency Marketing

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.
- Wrote and launched YouTube's first-ever transparency report.
- In 6 months, 90% of target audience unpaused and returned to YouTube.

Content Marketing Manager, YouTube Ads

San Bruno, CA — September 2014 - December 2017

- As the content lead for YouTube Ads Marketing, oversaw narrative, messaging, voice/tone and content planning for the team.
- Managed the social campaign for Brandcast and increased 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

Hill Holliday — Boston, MA

Senior Copywriter - December 2013 - September 2014

Copywriter - March 2013 - December 2013

Associate Copywriter - August 2011 - March 2013

The New Yorker: Jerome Groopman — Boston, MA

Editorial Assistant - January 2010 - April 2014

Work Samples

Marketing: [Pinterest Predicts](#), [Pinterest Presents](#), [Teen safety](#), [YouTube CEO Susan Wojcicki on video ads](#)

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

Social Good: [How we feel, a self-reporting COVID app](#), [Allyship in Advertising](#)

Company: [Company values](#), [brand guidelines](#)

Specialties

- managing and inspiring creative teams
- company messaging strategies
- creative briefs
- campaign concepts and copywriting
- crisis comms
- exec comms
- c-suite stakeholder management
- brand guidelines
- in-product education
- manifestos that move you

Education

Boston University College of Communication

2006–2010

B.S. Journalism, graduated magna cum laude