

Think Integrated Names Diane Levine Chief Creative Officer and Kristen Unico Senior Copywriter

Award-winning Orlando-based advertising agency builds its leadership team with the promotion of two seasoned team members, as agency experiences new growth.

ORLANDO, FLORIDA, USA, February 26, 2024 /EINPresswire.com/ -- [Think Integrated](#), the award-winning Orlando-based marketing and advertising agency, recently announced two promotions. These new roles are a reflection of the company's growth over the last few years.

[Diane Levine](#), who has been with the agency for more than 18 years, was promoted from Creative Director to Chief Creative Officer, and Kristen Unico, who started with Think as an intern while a student at UCF was promoted from Copywriter to Senior Copywriter.



Diane Levine promoted to Chief Creative Officer

After starting her career in New York City, Levine relocated to Orlando in 2002 and quickly found a home in the Central Florida creative community, where she established herself as a talented and versatile copywriter. One of the first full-time hires by Think, Levine's career has grown along with the agency. Over the course of her tenure at Think, she has worked on campaigns for clients as diverse as Marriott, Kimberly Clark, Sodexo, Chamberlin's Natural Foods and YMCA. She has also proven to be a dynamic leader within the agency and in the community, where she has served in leadership roles with the Down Syndrome Association of Central Florida and the Orlando Economic Partnership's All Women Empowered program.

Levine remarked, "Working at Think has been a joy, not only for the opportunities to grow as a

writer and in my career, but more so to mentor and guide the work of the young creatives who have found a home here at Think, just as I have.”

Under the guidance of Levine, Kristen Unico, has proven to be a talented writer and a natural leader, which has led to her promotion to Senior Copywriter. Unico collaborates with Think’s designers, web developers, video and social media teams, and she is adept at developing compelling marketing campaigns in a variety of media and has a keen understanding of how to market to diverse generations.

“Mentorship has been everything for me, especially as a young professional,” Unico says, “and I’ve always had that mentorship at Think. I’m grateful to step into a role where I can be there for our team in ways they have been for me.”



Kristen Unico promoted to Senior Copywriter at Think Integrated

During her time at Think, Unico has produced work for an array of clients including Orlando Utilities Commission, Fairwinds Foundation, Sodexo and Jeremiah’s Italian Ice. Unico frequently returns to UCF as a guest lecturer and serves as a mentor in the Blackstone Launchpad Program.

“These promotions are a reflection of the talent and leadership of these great creative minds,” said Think Integrated’s CEO, [Mark Freid](#). “Diane and Kristen set the standard for the storytelling and writing that is a hallmark of the work we have long been known for, and will be vital in helping to lead the agency as it continues to grow.”

Think Integrated (wethinkintegrated.com) was formed as a result of merger between the award-winning brand creative and marketing strategy firm, Think Creative, which was started by Mark Freid in 2000, and WSOA, the esteemed web development and digital marketing firm, which was started by Noah Talesnick in 2004. Today, the agency specializes in full-service, fully integrated marketing solutions for a client roster that includes Sodexo, OUC, Rosen Hotels & Resorts, Ebay and many other Florida-based and national brands.

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