

JENNIFER WILSON

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CREATIVE DIRECTOR // TEAM LEADER

- ⇒ Creating **impactful, single-minded creative** and disseminating direction to channel leads.
- ⇒ Steering large, cross channel campaigns and promotional experiences to **award-winning** completion.
- ⇒ Establishing process, translating requirements, building presentations, and assisting with production.
- ⇒ **Winning pitches** with innovative and strategic creative.
- ⇒ Motivating teams through active listening, clear and consistent communication, and **15+ years of best practices**.
- ⇒ Collaborating with cross functional departments to ensure cohesion and that concepts exceed client expectations.

SKILLS & EXPERTISE

Thought Leadership and Ideation	Client and Vendor Oversight	Written and Verbal Communication
Brand Development & Identity	Team Building, Training, and Mentoring	Presentation and Public Speaking
Video & Broadcast Production	Remote Team Management	Pitch Theater
Environmental Design	Flexible & Adaptive	Attention to Detail
Digital Strategy, UX Design, Print	Fostering Positive Work Environments	People-focused & Goal Driven

Fluent in Adobe Creative Suite, Mac OS, Google Docs, MS Office, Keynote

PROFESSIONAL EXPERIENCE

VP, CREATIVE DIRECTOR ♦ FCB HEALTH NY

March 2019 - present

Guiding notable clients and partners on multiple brands with integrated cross channel campaigns.

- Directing all phases of creative work from concept development, through production.
- Spearheading a pro bono digital product to be rolled out globally in 2020.
- Managing large-scale, cross channel deliverables.
- Establishing streamlined processes for all projects.
- Hiring, directing, and motivating creative teams.
- Monitoring project team performance and organization.
- Fostering client relationships through dependability and exceeding expectations.

CREATIVE DIRECTOR ♦ FREELANCE CONSULTANT, NY

February 2018 - March 2019

Evolving creative on brands in varied categories across all channels - broadcast, digital, social, and print.

- Agency of record for Dame Products.
- Advanced creative and shot broadcast for First Response pregnancy tests.
- Created the look-book for a full-length feature film to be shot in 2021.
- Pitched and won new business.

VP, CREATIVE DIRECTOR ♦ PUBLICIS NY

June 2014 - February 2018

Guiding notable clients and partners on multiple brands with integrated cross channel campaigns and promotional experiences.

- Select Clients: Garnier, Heineken, Red Lobster, Crest, Metamucil, Oral-B and Coffeemate
- Led the creative vision on all Garnier broadcast, digital, social and print in the US.
- Supported an international team through the production of multi-use communications.
- Mentored, managed and motivated creative teams.
- Cultivated and maintained client relationships.

CREATIVE DIRECTOR ♦ FREELANCE CONSULTANT, NY / LA / KC**October 2012 - June 2014***Evolved creative on brands in varied categories across all channels - broadcast, digital, social, and print.*

- Select Clients: Reebok, Algezeera News, Chevy, Canada Dry, Everyday Athlete, Nature Made, TRESemmé, Verizon and Nexxus.
- Led the branding, creative development and production for a chain of Brooklyn-based climbing gyms.
- Assisted in the startup, marketing and branding of an urban clothing company.
- Led the creation of a new Reebok campaign.
- Was integral in the re-branding of Nexxus.
- Ran pitches in Los Angeles and Kansas City.

VP, ASSOCIATE CREATIVE DIRECTOR ♦ GREY, NY**August 2000 - October 2012***Promoted internally from Senior Art Director. Flourished under the extraordinary leadership of Tor Myren.*

- Select Clients: Pantene, Ketel One, Crown Royal, Captain Morgan, DirecTV, NFL, Febreeze, Pringles, Dairy Queen, Olive Garden, Downy, CoverGirl, Sure, E*Trade, Jif, Mr. Clean
- Pitched and won the Ketel One Vodka business.
- Created an award-winning broadcast campaign for Crown Royal.
- Successfully re-branded Pantene with a 20% increase in sales.
- Translated marketing and branding strategies into innovative campaigns.

ART DIRECTOR ♦ FREELANCE CONSULTANT, NY**August 1999 - August 2000***Hands-on creation for well-known brands.*

- Select Clients: Canon, Maybelline, American Association of Advertising Agencies, Jergens, Ritz Carlton, Liz Claiborn and Pillsbury.
- Generated campaigns and concepts. Produced storyboards, logo design, web layout design, print production, and package design.

ART DIRECTOR ♦ ESTÉE LAUDER COMPANIES, NY**August 1999 - August 2000***In-house agency within Estée Lauder.*

- Select Clients: Prescriptives, Tommy Girl, Aramis, Clinique and La Mer
- Generated clear ideas and concepts. Produced storyboards, logo design, web layout design, print production, and package design.

AWARDS & RECOGNITION

- ⇒ 2 American Advertising Awards (ADDY's).
- ⇒ Advertising Women of New York Impact Award (AWNY)
- ⇒ National Academy of Television Arts and Sciences Honors
- ⇒ Act Responsible New York Dove Award
- ⇒ Features in AdAge and AdWeek
- ⇒ Published in Graphis - 1999 & 2001

EDUCATION

University of Delaware, College of Visual Communication | Bachelor of Fine Arts | 1998