

allison baxley

creative director // art

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Passionate and hard-working cross-discipline creative director who values creativity, innovation and enthusiasm for producing stunning, insightful and conversation-provoking work.

// EXPERIENCE

freelance creative director // new york, ny 1.2019 // present

Wunderman Thompson: Flonase, Sensodyne, Lyrica, Abreva, Spravato, Eucerin/Aquaphor

MRM//McCann: USPS, United States Postal Inspection Service

Beamly: Marc Jacobs, CoverGirl, Clairol, Sally Hansen, Rimmel

creative director // new york, ny 8.2018 // 1.2019

Velocity OMC: Neutrogena, Aveeno, Band-Aid, Kraft

freelance sr. art director // new york, ny 5.2011 // 8.2018

Wunderman: TUMS, Nicorette, Fresenius, Sensodyne, Pronamel

Havas: IBM Watson

Leo Burnett: Invesco

Mintbox: creative consultant partnering to relaunch fashion startup

Edelman: Banana Boat, Hawaiian Tropic

MRM//McCann: Nikon, Verizon, USPS, Cigna, Nestle

CreativeWorx: visual and product design consultant for TimeTracker software platform

Razorfish: Mercedes Benz integration concepts for Super Bowl 2013

DDB: Aveeno, Hertz, State Farm, PWC, Electrolux, Frigidaire, Glidden Paint, NY Lottery, Cotton

co:collective: confidential new business initiatives

Magnani Caruso Dutton: Discover, Samsung, E-Trade, Nautica

art director // new york, ny 2.2010 // 5.2011

T3: Chase, Coca-Cola, Sprite

freelance art director // new york, ny 1.2009 // 2.2010

Berlin Cameron United: Belvedere, Comcast, Amazon.com, Lincoln, Ford, Super 8

DeVito/Verdi: Kohl's, Meijer, Russian Standard Vodka

Ammirati: Powerade, Powerade Zero, Vitamin Water

TracyLocke: Sobe Lifewater & Teas, Lipton, Biore

creative // austin, tx 3.2007 // 1.2009

Kolar Advertising & Mktg: 3M, Dell, U.S. Army, Subway, Amarillo National Bank, Baylor University

// RECOGNITION

Gold Award: Best New Product Launch // MM&M 2018

Alumni Guest Lecturer // Chicago Portfolio School 2012

iPad Early Adopter Award // Digiday MOBI awards 2010

Portfolio Building Workshop Instructor // Advertising Women of NY Advertising Career Conference 2010

International Student of the Year // Lürzer's International Archive Magazine 2008

// SKILLS

360° campaigns // conceptual thinking // strategic problem solving // online video // digital marketing // digital products
online platforms // social marketing // mobile-first thinking // experience design // broadcast // print // killer float serve

// EDUCATION

Chicago Portfolio School // art direction / chicago, il 2006

Texas Tech University // BA advertising / lubbock, tx 2004

Richmond American University // advertising, design, Shakespeare and history studies / london, uk 2002

// EXTRAS

madmen bowling league // new york urban volleyball // junior olympic volleyball coach // marathon finisher // goodwill
ambassadors international volleyball coach // people to people student ambassador // travel and linguistics enthusiast