

AMY CECIL CREATIVE DIRECTOR + WRITER

Red Fuse / CREATIVE DIRECTOR 2015 to 2017

Concepted and directed consumer work for brands in the Colgate-Palmolive family. Played a key role in rebranding Tom's of Maine. Assembled and directed a social media creative team for Hill's Pet Nutrition, resulting in video views leaping from low thousands to millions.

Hallmark / CREATIVE DIRECTOR 2007 to 2015

Led and wrote branding and consumer campaigns, including extensive email marketing. Cracked the code on writing interactive "Storywriter" concept. Developed NorthPole story world for Christmas omni-channel franchise, and was executive producer on the coordinating movies and animated short. Created and directed home decor lines.

Barkley / SENIOR COPYWRITER 2000 to 2007

Thrived in this competitive world of creative concept shoot-outs. Wrote and executed award-winning TV, radio and print campaigns for Payless Shoe Source, Lee Jeans, Sonic Drive-Ins, Blue Bunny and Kansas Lottery.

Y2Kgrub.com / CO-OWNER 1999 to 2000

The perspective-building adventure of a lifetime. I learned the nuts and bolts of running a business and how to be extraordinarily adaptable. You're welcome to read my not-yet published book capturing this remarkable year.

NKH&W / COPYWRITER 1996 to 1999

Created successful advertising for clients including Sprint and Williams Seasoning. A TV spot I created for Williams led to a new award being introduced at the Addys to honor clients who support innovative marketing.

Sullivan Higdon & Sink / COPYWRITER 1993 to 1996

Developed POP and print for clients from Pizza Hut to Bank IV. SHS recruited me from another agency based on my time with them as an intern. I repaid them with a national Addy, won for a guerrilla marketing campaign promoting our distinguished client Scoop 'n Doo.

Education / WICHITA STATE, BA ADVERTISING/PR

Clients

Hill's Pet Nutrition, Tom's of Maine, Hallmark Cards, Sonic Drive-In, Payless Shoe Source, Blue Bunny, Paramount Parks, Williams Chili, Sprint, Yellow Freight, Parade of Shoes, Lee, Kansas Lottery, Pizza Hut and more.