

# **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.