



CONTACT

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amberwithwings.com  
585.472.1765

EDUCATION

BFA, Graphic Design  
Emphasis in Advertising  
Rochester Institute of Technology  
Class of 2008

EXPERTISE

Integrated campaigns:  
Social, Digital, Print, OOH,  
Radio, Activations, Guerrilla,  
Direct Mail, Experiential,  
PR, Innovation  
Expert with Adobe software  
Project management  
Presentation skills  
Management and mentor skills

AWARDS

Shorty Finalist  
Lysol, #HealthyHabits6Step  
IAC Award  
Lysol, Brand Purpose TrueX  
DMA International Echo Award  
USPS, Irresistable Mail  
Gold Ink Award  
USPS, Irresistable Mail  
IAC Award  
Emirates, Connect4  
Shorty Award  
Above the Influence, Mute the Mouth  
Webby Honoree  
Above the Influence, Mute the Mouth  
Pixel Nominee  
Emirates, Connect4

EXCELLENT  
REFERENCES AVAILABLE

AMBER WING

creative director  
www.amberwithwings.com

ABOUT ME:

I won The Big Ad Gig in 2013 and scored an advertising internship in NYC in the same building my great-grandfather used to work in.

I worked on a photoshoot in Dubai on an A380 plane with no power.

I helped build MRM's Lysol Digital Lab from the ground up and lead the team to 3 consecutive years of top-performing ROI among Lysol's portfolio of agencies, generating new business in the process.

I got Lysol to do a TikTok challenge featuring music by Twista.

RELEVANT EXPERIENCE

**Associate Creative Director, VaynerMedia**

New York, New York | 2022-present

Oversee and lead Creators to develop high-performing social content at record speed. Facilitate relationships with clients and creative team, vendors and internal departments. Inspire, motivate and cultivate junior talent to be kick-ass makers in an otherwise colorless world.

Clients: Wegmans, O-I Glass, Procell, Casper, Diageo

**Associate Creative Director  
& Creative Lead of Lysol Digital Lab, MRM**

New York, New York | 2016-2022

Lead the Lysol creative team to concept and produce high-quality integrated social and digital campaigns. Facilitate relationships with creative team, vendors and clients. Collaborate and jam with creatives, strategists, producers and cool people. Maintain client relationships and help guide clients toward groundbreaking ideas.

Clients: Lysol, Coca-Cola, Enfamil, Crystal Cruises, USTA, ETS (TOEFL), USPS, Fannie Mae, ADT, Verizon, US Army, Choice Hotels, NYS Lotto

**Art Director, Atmosphere Proximity**

New York, New York | 2013-2016

Worked collaboratively to conceptualize, design, and produce 360 integrated campaigns for national and international clients. Participated in client presentations and brainstorm sessions. Actively engaged in photo and video shoots domestically and abroad.

Clients: Emirates Airline, Above the Influence, Visa

**Art Director/Project Manager, Enne Bi Communications**

San Diego, California | 2011-2013

Worked directly with junior designers and clients on the scheduling and completion of projects. Concepted and designed a variety of collateral pieces including editorial spreads, menus, ads, business cards, and branding pieces.

Oversaw progress of projects and offered support and direction to junior designers and interns. Assisted in video and photo shoots and production.

Clients: San Diego Convention Center, Gaslamp Quarter Association, Candlelamp, Air2Air Charter Company, San Diego Dining Group, ATS Financial