





# ANNA HECKER

CREATIVE DIRECTOR

 917-557-1855

 [anna.hecker@gmail.com](mailto:anna.hecker@gmail.com)

 New York/Vermont/Remote

 [annahecker.carbonmade.com](http://annahecker.carbonmade.com)

## PROFILE

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**Strategy-first creative direction** with deep roots in **copywriting, branding, and UX**. Bring me your thorniest marketing problems and I'll partner with you to deliver **elegant, data-informed results**.

## SKILLS

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- Creative team management
- Cross-channel collaboration
- 360° campaigns
- UX writing
- Verbal identity
- Positioning
- Content
- SEO/SEM
- Deck narratives
- Pitches

## VERTICALS

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- B2B
- Finance
- Technology
- Education/Non-Profit
- Food/Beverage/CPG
- Beauty/Fashion/Luxury
- Entertainment

## EXPERIENCE

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### CREATIVE DIRECTOR

Dentsu Creative, New York/Remote July 2019 - Present

- Lead a 10-person team focused on brand positioning and digital innovation for American Express B2B products and services.
- Shape creative strategy and future vision for Amex B2B web properties, including acquisition pages and content hubs.
- Manage messaging and claims projects across Amex B2B, B2C, and Travel/Lifestyle.
- Consult on naming, positioning, product innovation, and UX writing for Amex and others.

### FREELANCE

New York/Remote 2014-2019

#### Agencies

mccarrybowen, Laird + Partners, Johannes Leonardo, BYND, Company Cue, noformat, Orbtac.

#### Brands

American Express, Google, M&M'S, The Environmental Defense Fund, American Red Cross, FitBit, Four Seasons Resorts, Hoover, HUE, Jameson, Jimmy Choo, Mastercard, Michaels, M&M'S, PHD Rimmel, Scion, Swarovski, THINK Global School, YouTube.

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## EDUCATION

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### THE NEW SCHOOL

MFA, Fiction Writing

### NEW YORK UNIVERSITY

BA, Liberal Arts

## PUBLICATIONS

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### EDITORIAL

- The New York Times
- ELLE
- Cosmopolitan
- Refinery29
- PureWow
- McSweeney's

### SPONSORED

- Gawker Media
- Refinery29
- VICE
- Slate
- The Daily Beast
- The Washington Post

## VOLUNTEER

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### NEIGHBORS TOGETHER

Board Member, 2019 - Present  
Committee Chair, 2021 - Present

### Freelance Highlights

2014-2019

- Managed a freelance copy team developing 300+ SEO product and category pages for M&M'S.
- Created new brand voice and assets for THINK Global School, increasing enrollment by 500%.
- Strategized, implemented, and optimized a content strategy for HomeAdvisor, driving significant gains in search and engagement.

### ASSOCIATE COPY DIRECTOR

Hearst, New York

2013 - 2014

Oversaw native and integrated campaigns for 18 digital properties.

### SENIOR PROMOTIONS EDITOR

DailyCandy, New York

2012 - 2013

Raised the average open rate for dedicated e-mails by 21%.

### FREELANCE COPYWRITER

New York

2010 - 2012

American Express, BBC, Comedy Central, MTV, The New York Times.

### SENIOR COPYWRITER

Night Agency, New York

2009 - 2010

Dial, Happy Baby, Hanes, Keds, Playtex, Shiseido, SoftScrub.

### SENIOR COPYWRITER

G2 Interactive, New York

2008 - 2009

M&M'S, CoverGirl, Campbell's, Pepperidge Farm.

### COPYWRITER

Organic, New York

2006 - 2008

Bank of America.