

Anne Nodar Stesney

Creative Director • Brand Builder

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Award-winning, dynamic creative director with 15+ years of CPG experience creating work that actually, well, works. Led teams to develop consistent creative brand messaging across digital, social and video platforms, with ideas that wow audiences and get proven results. By night, I keep on top of the latest trends and cultural conversations as an NYC stand-up comedian. I've also been told I'm "good vibes."

EARNINGS

Contract **Creative Director/Writer**

January 2024-present

- Develop and execute multi-platform brand messaging strategies for a variety of clients across CPGs, DTCs, food, beauty, health and more
- Work with stand up comics to develop and shoot content, develop their personal brands and improve engagement
- Lead the creation of culturally relevant, stop-you-in-your-tracks concepts with a focus on storytelling and brand consistency
- Collaborate with other teams through brainstorming sessions, developing detailed timelines, presenting work to key clients and stakeholders
- Oversee creative teams, providing strategic direction and clear, actionable feedback
- Clients include: GSD&M, adam&eveDDB, Gut Miami, Jellyfish, Futura Collective, Mally Beauty, Hilton, Pepsico and LandX

TCA **Executive Creative Director**

May 2018-Nov 2023

- Worked with media analytics and research teams to better creative ideas and improve KPIs, CPMs and other impressive acronyms
- Hired, mentored and managed multi-talented teams, avoiding micromanagement, but accepting accountability for their work
- Produced digital, social, audio and video content: negotiated production costs, coordinated video and photo shoots, managed post-productions, all on what you'd call, "challenging" budgets and timelines

GREY WORLDWIDE NY **Global Creative Director**

June 2010-April 2018

- Led award-winning creative work for Gillette, NFL, Downy and Pantene
- Responsible for the look, tone and consistent messaging of Gillette Venus and Braun Female, two global brands spanning across 6 regions
- Inspired and guided a 12-person team of writers, art directors, UX designers, digital and social creators to bring memorable ideas to life

LEARNINGS

UNIVERSITY OF GEORGIA

BA in Speech Communications

MIAMI AD SCHOOL

Advertising/Copywriting

CLIENTS: Downy • Nature's Own • NFL • Gillette • Pantene • Pizza Hut • Olay • Covergirl

AWARDS: Cannes Lions • Clio • One Show Gold Pencils • D&AD Finalist • Adweek "Ad Of The Week"