

Anne Nodar Stesney

Creative Director • Writer • Brand Builder

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Dynamic creative director with 15+ years leading omnichannel teams across beauty, fashion and DTC brands, creating work that drives growth, including the successful launch of Downy Unstopables, (not a typo), and Pantene's 360° "Dad Do" campaign. Extensive experience mentoring talent, creating seamless collaboration across UX, design, and performance-based media for clients.

EARNINGS

CONTRACT NYC + REMOTE Creative Director/Writer January 2024-present

Developing and executing multi-platform brand messaging strategies for a variety of clients across CPGs, DTCs, food, beauty, health and more. Creating culturally relevant, stop-you-in-your-tracks concepts with a focus on storytelling and brand consistency.

- Collaborated with creative teams and agency leaders in a multi-stakeholder environment for clients such as Tyson Foods, Pizza Hut, Dry Bar Salons, Corona Beer, Olay and the NFL.
- Part of creative team that produced the winning 1st round idea for Corona Beer pitch at GSD&M. Agency proceeded to the final round to win the business.
- Developed brand narrative strategies for Eleanor Health and Align probiotic supplements, leading the X&O agency to secure more assignments and larger billings from clients.
- Partnered and collaborated with Tescia Deak, (now with Droga5), to create, produce and execute our Doritos's "Crash The Super Bowl" commercial which made it to the top 50 spots.

TCA NYC Creative Director/Writer May 2018-December 2023

Led a team of both freelance and staff creatives and producers in bringing start ups and DTCs into the world of linear television and digital video advertising, working with analytics teams to increase performance metrics. Forged trusting relationships with CMOs, tech leaders and other clients. Created and produced content on what you'd call, "challenging" budgets and timelines.

- Led end-to-end storytelling production for streaming and digital campaigns for The Zebra, maximizing efficiencies of shoots and driving a +346 YoY growth in site visits, applicants and revenue.
- Produced 10 video assets in 2 days for under 100K for CoPilot, a car buying app, creating a 70% surge in site visits after only one week.
- Won over 100MM in new business and creative fees from clients such as AAG, (Finance Of America), Playtika Mobile Gaming, SmartNews and Zocdoc.

GREY WORLDWIDE NY Global Creative Director June 2010-April 2018

Progressed from Senior Writer to Global Group Creative Director. Helped launch Downy Unstopables, (not a typo), the most successful product in P&G history. Also part of the creative team that produced, "Dad Do," the highly award-winning 360 campaign for Pantene. Inspired and guided 12-person team of writers, art directors, designers, UX designers, digital and social creators to create powerful work.

- Sold in Amy Sedaris as spokesperson for Downy Unstopables, (again, not a typo.) I was a resounding success, resulting in P&G sales hitting 100% over sales benchmarks, and a 60% lift in Downy's overall brand awareness.
- Part of Pantene's "Dad Do" creative team and was featured on multiple national news outlets. Campaign resulted in Pantene selling out at Walmart.
- Responsible for the consistent look, tone and messaging of Gillette Venus and Braun, two global female beauty brands that span over 32 countries and 6 international regions.

LEARNINGS

UNIVERSITY OF GEORGIA
BA in Speech Communications

MIAMI AD SCHOOL
Advertising/Copywriting