



## amy wolfe

An inventive art director and masterful designer with vast experience in brand identity, storytelling, content creation, experiential, and 360° campaigns. I'm both a big-picture thinker and I enjoy getting into the nitty gritty details of design. I lead with compassion and I always view problem-solving as a team sport.

### work

**vmly&r** | DETROIT, MICHIGAN

**No half-baked ideas on this account!** I work on creating interest and engagement on various household food brands, like Duncan Hines. This includes launching their first ever direct-to-consumer collab of Duncan Hines x Dolly Parton products, via CRM and social. We also took that newly created baking community and kept them engaged with an ongoing content series, Makerz Bakerz, giving creative recipes and hacks to the everyday baker through ongoing content, CRM, web, Pinterest and interactive games.

[ ASSOCIATE CREATIVE DIRECTOR • 2/2020 - PRESENT ]

**jack morton worldwide** | DETROIT, MICHIGAN

**GM at the Auto Show.** I was brought on to create all the video and graphic elements in the GMC and Buick displays for the 2019-2020 North American International Auto Show circuit.

[ FREELANCE GRAPHIC DESIGNER • 6/2019 - 12/2019 ]

**doner** | SOUTHFIELD, MICHIGAN

**All things bacooooon!** On the world's largest pork brand, Smithfield, my role consisted of creating large integrated holiday campaigns (OLA, web, social, video, print, OOH, POS) and increasing social engagement year-round. Ongoing social content consisted of how-to recipe videos, contests and disruptive messaging in the crowded world of Tasty videos, food blogs and Pinterest.

[ SENIOR ART DIRECTOR • 6/2016 - 5/2019 ]

**international academy of design & technology** | TROY, MICHIGAN

**Inspiring creative excellence in youngins.** I taught various design classes at a four-year college (typography, color theory, brand identity) espousing the values of conceptual thinking, great design, and what it takes to make it in this business.

[ ADJUNCT INSTRUCTOR • 1/2012 - 12/2012 ]

**campbell ewald** | DETROIT, MICHIGAN

**Created award-winning work from coffee sleeves to exhibit spaces.** And everything in between. Accomplishments include a 65-day mobile tour for the Chevy 2002 Olympic Torch Relay, four unique SEMA exhibit displays for Michelin, results-driven direct campaigns for Chevy and USPS. In my supervisor role, I ensured brand consistency and trained junior level creatives.

[ ART SUPERVISOR • 1/2000 - 5/2016 ]

**y&r** | DETROIT, MICHIGAN

**Got my foot in the door and ran.** Started as the intern and was quickly hired on to design and art direct 36 versions of the Ford, Lincoln and Mercury Update owner loyalty publication every quarter. I also worked on direct mail and OOH for other accounts such as Dupont and MGM Grand Casino.

[ ART DIRECTOR • 5/1996 - 12/1999 ]

## tech

Adobe InDesign, Photoshop, Illustrator  
Sketch  
Figma  
Keynote  
PowerPoint

## education

**college for creative studies** | DETROIT, MICHIGAN

**Bachelor of Fine Arts in Graphic Design**

Graduated with honors 1998

**oakland community college** | ROYAL OAK, MICHIGAN

Photography 1998–2002

## awards

- ✕ Juried exhibiting artist / Artprize 2021 in Grand Rapids
- ✕ Logo contest winner / Motown Winter Blast – 2012
- ✕ Target Award, 3<sup>RD</sup> Place Business & Consumer Services / USPS “Down Economy” campaign 2010
- ✕ BtoB’s Best Creative Award, 1<sup>ST</sup> Place Direct Marketing: Multiple / USPS “Down Economy” campaign 2009
- ✕ Target Award, 3<sup>RD</sup> Place Business & Consumer Services / USPS “Hello Sticker” campaign 2008
- ✕ Target Award, 2<sup>ND</sup> Place Automotive / Chevy TrailBlazer “Any Time. Any Place.” 2004
- ✕ Target Award, 3<sup>RD</sup> Place Merchandising / Chevy SSR Signature Series Scrapbook 2004
- ✕ Gold Mobius Award / Best Mixed Media Campaign – Chevy Rock & Roll Tour 2003
- ✕ Silver Caddy / Best Multimedia – Chevy Rock & Roll Campaign 2003
- ✕ Campbell Ewald Employee of the Year – 2003
- ✕ Ex Marketer Award / Best Activation of a National Sports Sponsorship – Chevy 2002 Olympic Torch Relay
- ✕ Gold Ex Marketer Award / Best Mobile Marketing 25+ Cities – Chevy 2002 Olympic Torch Relay
- ✕ Best in Show Ex Marketer Award / Chevy 2002 Olympic Torch Relay
- ✕ Spirit of Y&R Award – 1997

## memberships

**aiga — detroit**

**international brick collectors association**

CONTACT:

586 944 6992

amywolfe9@gmail.com

linkedin.com/in/amy-wolfe9

PORTFOLIO:

[www.amywolfe.us](http://www.amywolfe.us)