

EMILY FORDE

Associate Creative Director and New Business Lead

Contact

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Education

University of Georgia
BFA, Graphic Design
UGA Cortona Study Abroad Alumni

Atlanta International School
IB Diploma

Skills

- Leading teams and campaigns from ideation to final delivery
- Photoshop, Illustrator, InDesign, After Effects
- Photography Set Styling & Motion Graphic Animation

Clients

Walmart, T-Mobile, Burger King, IMAX, Totino's, Verizon, HBO Max, Tums, Chick-Fil-A, 7-ELEVEN, Dunkin' Donuts, Chapstick, Tetley Tea, Eight O'Clock Coffee, Good Earth Tea, Citizens Bank, Church's Chicken, Kroger, Publix Supermarkets

Experience

Associate Creative Director, New Business Lead

Dentsu Creative | 2023 - Present

- ACD and New Business Lead across Paid and Organic social for Walmart and T-Mobile.
- Work with Strategy and Production to concept award-winning, buzzworthy creative work.
- Hire, manage and mentor creatives.
- Oversee always-on content creation and reactive across multiple clients.

Sr. Art Director

Dentsu Creative | 2022

- Led social creative for Totino's, IMAX, TUMS, Chapstick, Preparation-H, Emergen-C among others.
- Successfully pitched and won Walmart's social business.
- Managed and mentored multiple Jr/Mid level Creative teams.
- Won 2nd in TikTok's Creative Agency Incubator Program.
- Recognized in ADWEEK for Totino's campaign spots.

Sr. Art Director

HBO Max | 2021

- Worked as a Freelance Senior Art Director for social asset design paid awareness campaigns.
- Concepted, designed and storyboarded for interactive Snapchat ads for the much anticipated Succession S3 and the 20th Anniversary Return to Hogwarts special.

Sr. Art Director

Razorfish | 2021

- Worked as a Freelance Senior Art Director for several Eli Lilly brands including Verzenio, Reyvow & Baqsimi.
- Illustrated and animated content over video patient testimony reels for Baqsimi to be featured across Facebook, Instagram and Snapchat.

Sr. Art Director

Saatchi & Saatchi | 2021

- Oversaw brand campaign development for Invisalign.
- Managed numerous client projects including brand development & social media content creation.

Jr. Art Director

Spark44 | 2019

- Worked as Art Director and Content Creator for 3 major accounts including Eight O'Clock Coffee, Good Earth & Tetley Tea.
- Concept development to hands on execution including photography, stop motion, cinema-graphs & other engaging creative.
- Managed client projects including brand campaign development, social media content creation, emails & motion graphic animation

Designer

Miller Zell | 2018

- Developed interior branding for the first international Chick-Fil-A in Toronto, Canada.
- Directed the design and interior brand identity for Chick-Fil-A to be implemented across multiple NY restaurants.
- Designed the first ever branded food packaging for Augusta National Masters.