

MAGGIE WATSON

art director

kristiandmaggie.com | maggieciavarella.com
maggie.watson.nyc@gmail.com
267 772 7702

EXPERIENCE

mcgarrybowen

Creative Director, February 2017–present

- Launched integrated campaign for Aussie, led to its most successful business year with biggest growth in P&G's portfolio.
- Led and won the pitch for Burt's Bees (Clorox.)
- Created work for JCPenney, Verizon, and American Express.
- Pitched, won, and created new campaign for Audible.

Associate Creative Director, August 2014–February 2017

- Led the creative on Aussie (P&G.)
- Concepted and created work for Marriott, Crayola, Mott's, Canada Dry, Jeep, and Droid.

Senior Art Director, December 2012–August 2014

- Launched digital rebrand for United Airlines and their Winter Olympics 2014 sponsorship.
- Won the pitch for Staples.

Critical Mass

Senior Designer, December 2011–December 2012

- Launched Citibank's Global Rewards digital rebrand.
- Created work for Nissan.
- Won the pitch for Dunlop.

VML/Y&R

Associate Art Director, June 2010–December 2011

- Launched digital rebrands for Hershey's full portfolio and Goldman Sachs.
- Concepted and created work for Xerox, US Olympic Committee, Toys R Us, Dewar's, Colgate, Goldfish, X Games, and U.S. Army.
- Won the pitch for Saks Fifth Avenue and FIBA.

M-A-C Cosmetics

Freelance Designer, August–September 2010

- Designed for print and digital.

Droga5

Creative Intern, September 2008–May 2009

- Created work for PUMA, FlatRate Moving, UNICEF's Tap Project and New Museum.

EDUCATION

Pratt Institute

B.F.A. Communications Design, 2010

Graduated with honors, President's List, Presidential and Internship Scholarships.

Selected for Pratt Show and Pratt Art Director's Club Award.

AWARDS

Cannes Young Cyber Lion runner-up, 2011

Wrath of Cannes finalist, 2011

Art Directors Club National Portfolio Review, 2010

KRISTI KNIGHT

copywriter

kristiandmaggie.com | kristilknight.com

kristilknight@gmail.com

432 208 5683

EXPERIENCE

mcgarrybowen

Creative Director, February 2017–present

- Launched integrated campaign for Aussie, led to its most successful business year with biggest growth in P&G's portfolio.
- Led and won the pitch for Burt's Bees (Clorox.)
- Created work for JCPenney, Verizon, and American Express.
- Pitched, won, and created new campaign for Audible.

Associate Creative Director, August 2014–February 2017

- Led the creative on Aussie (P&G.)
- Concepted and created work for Marriott, Crayola, Mott's, Canada Dry, Jeep, and Droid.

Senior Art Director, December 2012–August 2014

- Launched digital rebrand for United Airlines and their Winter Olympics 2014 sponsorship.
- Won the pitch for Staples.

Critical Mass

Copywriter, December 2011–December 2012

- Launched Citibank's Global Rewards digital rebrand.
- Created work for Nissan.
- Won the pitch for Dunlop.

VML/Y&R

Associate Copywriter, June 2010–December 2011

- Launched digital rebrands for Hershey's full portfolio and Goldman Sachs.
- Concepted and created work for Xerox, US Olympic Committee, Toys R Us, Dewar's, Colgate, Goldfish, X Games, and U.S. Army.
- Won the pitch for Saks Fifth Avenue and FIBA.

DDB Tribal

Freelance Copywriter, September 2009–January 2010

- Concepted and created work for Mountain Dew, Pepsi, Starbucks, 7-Eleven, Hidden Valley.

HCK2 Partners

Creative Intern, June–August 2008

- Concepted and created direct mail, print and experiential.

EDUCATION

University of North Texas

B.A. Journalism: Advertising, 2009

Minor: Marketing, Spanish

Graduated magna cum laude, Dean's List, Board of Regents Scholarship.

AWARDS

Cannes Young Cyber Lion runner-up, 2011

Wrath of Cannes finalist, 2011