

Amanda Rutheny ART/CREATIVE DIRECTOR

Experience

ASSOCIATE CREATIVE DIRECTOR | Rosetta (2009–2014)

Led talented design teams and conceptualized with copywriters to create innovative, multi-channel marketing campaigns that were strategically on target and produced stellar results. Delivered high-quality creative for apps, global sites, ad campaigns, new business initiatives, etc. Worked closely with UX, design and development teams. The results excited clients, grew existing business and helped win new accounts.

DESIGN CONSULTANT | Multiple Agencies (2006–2009)

Enjoyed a varied and successful time as a freelance art director, designing entertaining web sites that increased brand awareness and consumer engagement via relevant communications.

VICE PRESIDENT, SENIOR ART DIRECTOR | Arc Worldwide (2001–2006)

Effectively produced original & compelling visual solutions that were beautifully designed and branded, communicated clearly and delivered on strategy for a variety of diverse clients. Campaigns included both online and offline projects. Studied interactive design in NYC.

SENIOR ART DIRECTOR | Clarion Promotions (1997–2001)

Designed and conceptualized in-store promotions, mass display units, posters, CD covers, tent cards, etc. for a wide range of exciting clients. Art directed and hired photographers, illustrators, designers and studio personnel.

ART DIRECTOR | Clarion Direct (1995–1997)

Responsible for the design and concepts of DM campaigns. Art directed photo shoots, illustrators and production artists while managing tight deadlines within budget.

GRAPHIC DESIGNER | ADV Marketing Group, Inc (1994–1995)

Conceived and designed print ads, brochures and DM campaigns. Supervised press checks to ensure the best quality was achieved for each printed piece.

Clients

Cadillac
Kelloggs
Allergan
Optive
BMS
Otsuka
Guinness
History Channel
Pilot Pen
LensCrafters
Helzberg
Country Crock
Arbor Mist
Old El Paso
Aczone

Education

SYRACUSE UNIVERSITY

School of Art
and Design

MAJOR:
Communication
Design

Awards

- 2013 **Clio Healthcare Award, Bronze:** Optive Crew Integrated Campaign
- 2013 **Horizon Interactive Award, Best in Class:** Pharmaceutical: Allergan Connect
- 2012 **Horizon Award, Gold:** Pilot Pen: *Pen the Possibilities* (email, integrated and social media marketing)
- 2009 **Interactive Media Council, Outstanding Achievement for Pharmaceutical:** Aczone.com
- 2007 **Reggie Award, Integrated Promotion:** I Can't Believe It's Not Butter: *Who Framed Spraychel?*
- 2006 **Globe Award, Grand Prix, Best in the World:** Cadillac Under 5
- 2006 **Globe Award, Best Creative:** Cadillac Under 5
- 2006 **Globe Award, Best Use of Interactive Media:** Cadillac Under 5
- 2006 **Pro Award, Best Promotional Website:** Cadillac Under 5
- 2006 **Gold Reggie Award, New Media Promotion:** Cadillac Under 5
- 2002 **Gold Mark, CTAM Awards:** The History Channel: *Time Machine*
- 2002 **Promax Gold Award:** The History Channel: *Time Machine*

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