

# CALLIE PECK

Living happily in Brooklyn, NY

[CalliePeck.com](http://CalliePeck.com)

[CalliePeck@gmail.com](mailto:CalliePeck@gmail.com)

(919) 413-7034

## Profile

### Overview

Over 12 years of experience in digital media, focused on translating to the screen the tactile, physical and unique experiences that define brands. A passion for creative that serves a clear purpose – something that delights a guest, a customer, a user and a CFO or CEO.

### Awards & Publications

Gold & Silver Addy Awards

Best Digital Market Campaign, ILC  
INDIE Hotel Awards

Best In Class, Blog and Campaign,  
Interactive Media Awards

Best In Class, Lifestyle and Hotel  
Websites, IMA

Skift

### Professional Skills

Agency Leadership

Branding Strategy & Execution

Agency Agile / Project Management

Adobe CC Suite

UI / UX Design

Full-Stack Development

Presentation Design

### Side Hustles

Costume design & building

Self taught renovation project on a  
120 year old Brooklyn brownstone

Riding with The Missfires, an  
all-female Motorcycle Club

## Experience

### Executive Creative Director / Sideways, NYC

OCT 09 – PRESENT

Founding team member, leading the creative and technology departments, and responsible for growing the agency from a team of four to over thirty. Expanded agency services from digital only to branding and content-creation. Developed agency strategy and new business in partnership with the CEO, including establishing new products and businesses. Architected and designed platforms that manage over \$70mm in annual revenue. Universally adored by clients.

**KEY CLIENTS:** SONY MUSIC, PEPSICO, SBE, SYDELL GROUP, THOMPSON HOTELS, THE CFDA, TAMARA MELLON, BRUCE SPRINGSTEEN

### Senior Art Director / Dogmatic, NYC

AUG 08 – OCT 09

Lead designer on all interactive and design work, mentoring other designers in digital creative practices. Designed and built custom technology for outputting highly-stylized digital press kits on the fly. Directing all new brand identity projects and created account-winning pitches.

**KEY CLIENTS:** RALPH LAUREN, ROCAWEAR, BATH & BODYWORKS, PETCO, NULO

### Interactive Art Director / Ogilvy & Mather, Durham

MAY 07 – AUG 08

Established the interactive department, adding in-house development to agency services. Worked with a traditional ad team to create integrated campaigns from concept to execution. Designed and developed national Addy award-winning site for The Ronald McDonald House.

**KEY CLIENTS:** IBM, LENOVO, KODAK, RONALD MCDONALD HOUSE

### Consultant / US House of Representatives

JAN 06 – MAR 09

Created proprietary CMS and websites for House Committees on Foreign Affairs and International Relations under two administrations, and added the first social media integrations to Congressional websites. Named the House's first independent preferred vendor.

## Education

### University of North Carolina / Chapel Hill, NC

MAY 07

Bachelor of Arts – Double major [Studio Art](#) & [International Studies](#)

Key coursework including: Interactive Media; 2D Design/Printmaking; Foreign Policy/Arabic

GRADUATED WITH HIGHEST DISTINCTION, HIGHEST HONORS, PHI BETA KAPPA

### Glasgow School of Art / Glasgow, Scotland

05 TERM

Independent study with focused body of work in painting, printmaking, and textile installation.