

Elaine Ashburn

Web Portfolio: www.elaineashburn.com

19 Westwood Circle • Irvington, NY 10533

Cell: 914.263.5423 • Email: eashburn@optonline.net

Creative Director – Art

Integrated Marketing Communications • Email & Web

• Direct Mail • Print • TV

Award-winning Creative Director with longstanding reputation for conceptual thinking and creative problem solving. Expert at developing strategy and tactics that leverage the combined power of online and offline communications.

- Collegial manager as well as hands-on creative producer. Reinvigorates creative staff and mentors each person to translate creative vision into reality.
- Successful contributor to new business development. Pitches new clients and drives additional revenue from existing account base.
- Highly proficient with software applications used for creative design including Adobe Creative Suite and Flash. Competent with HTML and digital technologies.

AWARDS

- Seven John Caples Finalist Awards (various clients)
- Two Gold John Caples Awards for British Airways and AT&T B2B
- Two Silver John Caples Awards for American Express
- Gold Echo Award for New York Botanical Gardens
- Judge for John Caples Awards in 2003, 2005, and 2006

CORE COMPETENCIES

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|------------------------|-----------------------------|---------------------|
| • Direct Mail & Email | • Product Launch | • Staff Management |
| • Marketing & Branding | • Worldwide Product Rollout | • Team Leadership |
| • Web Design | • Budget Planning | • Pitching Accounts |

PROFESSIONAL EXPERIENCE

KBS+P, New York, NY

Sr. AD, Group Supervisor

Jan. 2010–Present

Started as creative consultant, hired to staff after 5 months with hands-on and supervisory responsibilities. Clients include BMW, NetJets, Optimum Business and Capital One Bank.

- Created a :60 TV spot for Optimum Business (“In The Dark”) that consistently draws double-digit phone inquiries.
- Developed brand-awareness advertising for NetJets, Capital One Bank, BMW, and TV and print for Optimum Business
- Created a 17-touch CRM program for the adherence stream of Humira, employing direct mail, email and web.
- Launched the Weight Watchers PointsPlus global program with direct mail and email initiatives.
- New business pitches: BMW dealership advertising and Popcorn Indiana.

SCUDERIA 02, New York, NY

Creative Director

2006–2009

Began as freelance creative consultant while concurrently working as freelancer for Saatchi Healthcare. Hired to fulltime CD position with dual role as manager and hands-on creative. Led, supported, and motivated creative staff. Helped win new business and manage client relationships. Clients include Pearson Education,

Virgin Atlantic Airways, Univision, First National Bank of Omaha, Casio, Sun Trust, and Green Levittown.

- Created broadcast and digital campaign for FNBODirect that increased deposits to \$1B.
- Launched the Virgin Atlantic American Express Card from Bank of America with an invitation-only event and signage throughout JFK airport.
- Developed a virtual educational conference website for Pearson (pearsonconference.com).
- Launched Green Levittown – America’s first suburb becomes America’s first green suburb – via comprehensive campaign of direct marketing, web, PR, and celebrity spokespersons.

SAATCHI HEALTHCARE/GLOW WORM

2006–2007

Consultant

Contributed as both supervisor and hands-on producer of creative work for an A-list of pharmaceutical clients.

- Sanofi-aventis: Orchestrated global launch of Acomplia/Zimulti (Rimonabant) a cholesterol-and-diabetes treatment for weight loss. Managed relationship marketing for Nasacort.
 - Led comprehensive program for Acomplia/Zimulti that included direct-to-physician and direct-to-client (DTP & DTC) via print, direct mail, email, web and online testimonial webisodes shot by Albert Maysles.
 - Created print, direct-mail and html-email campaigns for Nasacort.
- Takeda: Built awareness for Amitiza via DTP & DTC ads (both TV-and-print).

DRAFT, New York, NY

2003–2006

Associate Creative Director

Brought on board to solidify and grow the Bank of America (BOA) credit-card account. Built market share for BOA’s national credit card initiatives. Supervised art directors and copywriters.

- Won additional BOA business – including corporate marketing collateral – by proposing projects based on the bank’s M&A activity.
- Pitched and won BOA co-branded credit-card initiatives including Choice Hotels.
- Achieved finalist status for the Aricept pitch (Draft’s first-ever pitch to a pharma client).
- Directed creative work for The Sloan Group – a Draft subsidiary – in addition to BOA. Clients included CareFirst (BlueCross/BlueShield) and Cablevision.

ADDITIONAL ADVERTISING EXPERIENCE (1986–2001)

ASHBURN OKADA LLC, New York, NY (2001–2003), Partner, Co-Creative Director: Launched freelance consulting firm specializing in direct marketing and strategic-and-creative services. Clients included PR Newswire, New York Life and Smart City Kids.

GREY DIRECT, New York, NY (1999–2001), V.P. and Associate Creative Director: Pitched and won the Renaissance Cruises business. Raised perception of client from minor player to major brand via highly successful direct marketing and advertising campaigns. Pitched and won Bell South. Group Supervisor on Sprint business-to-business. Key Creative for integrated media accounts.

BOZELL, New York, NY (1998–1999), Associate Creative Director, Group Head: Led creative team that won the Exelon Energy business. Created direct-mail campaigns that acquired new customers during deregulation of electricity in New Jersey. Group Supervisor on Bell Atlantic Mobile.

CLARION DIRECT and CLARION INTERACTIVE (1993-1998), Greenwich, CT, V.P. and Group Creative Director: Led 14-person creative staff that won and serviced Fleet Bank. Created effective direct mail campaigns for British Airways and Fleet Bank that exceeded projections — 46% for BA, and 50% for Fleet Bank. Member of the team that created Clarion Interactive, DMB&B’s first interactive shop.

OGILVY & MATHER DIRECT, New York, NY (1986–1993), V.P. Art Supervisor: Created a direct mail campaign that resulted in \$87M additional spending for American Express card. Clients included: AT&T, Crown Royal, and Jaguar.

EDUCATION

A.A.S., Advertising Design, New York City College of Technology

School of Visual Arts, New York, NY; Professional classes and coursework for B.F.A.