



ANNIE BARCH

ABOUT ME

With seven years of agency experience, I have been involved in all aspects of multi-million dollar campaigns, celebrity sponsorships and digital takeovers. I have won multiple awards from Beverage Dynamics – both individually and as a team member; and my work has been featured on ESPN and throughout the digital landscape. I have had the chance to manage partnerships with The View and The Cooking Channel, that offered up our clients over 30 minutes of air time for their brands.

For the next phase of my career, I am looking for a leadership role in a company that will utilize my extensive knowledge of production and creative collaboration, to take ownership of high impact projects.

EDUCATION

Syracuse University 2007-2011
S.I. Newhouse School of Public Communications
Advertising Major

SKILLS & TOOLS

Team Leadership

Creative Mentor

Client Presentation

Adobe Creative Suite

Print Production

Digital Design

Social Media Design

CONTACT

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CAREER

GLOBAL DESIGN DIRECTOR - GRAPESHOT

MARCH 2018 - JULY 2018

Responsibilities

- Recruited by SVP of marketing to create and manage a global brand across US, EMEA, and APAC
- Headed global re-branding effort by implementing a company wide creative process within first two weeks
- Created and executed campaigns that directly correlated to increase in sales
- Collaborated with events team to create collateral pre and post events that generated quality leads
- Managed global creative team, of 5 designers, to make sure all branding was consistent in every market
- Educated marketing team on strategic thinking and bringing a wider view and understanding to all communications which lead to the launch of a new category in the ad tech industry called Contextual Intelligence

XENOPSI

JULY 2015 - MARCH 2018

Clients

- Evan Williams Whiskey
- Burnett's Vodka
- Elijah Craig Bourbon
- Admiral Nelson's Rum
- Lunazul Tequila

SENIOR ART DIRECTOR

Responsibilities

- Oversaw and executed high impact print campaigns that include a cover ad on ESPN magazine
- Managed teams of 3 designers and 2 freelancers
- Assisted in leading team for total brand redesign which included ripomatic executions and ad testing
- Assisted in creative direction on video shoots for influencer campaigns
- Headed creative direction for national commercial

ART SUPERVISOR

Responsibilities

- Developed creative executions for partnership program with MLS National and local teams
- Created Rolling Stone Summer Rooftop Concert Series with top billboard artists
- Concepted, designed and lead creative efforts on award winning digital game for Admiral Nelson's Rum
- Edited videos featured on social media

ART DIRECTOR - THE A TEAM

APRIL 2012- JULY 2015

Clients

- Moet and Chandon
- Ricola
- Grand Marnier

Responsibilities

- Designed and developed in-store displays and high impact window displays
- Developed on and off premise marketing ideas and materials
- Managed creative team on partnerships with The View, and The Cooking Channel
- Assisted in planning and creating materials for large charity events

FREELANCE

ART DIRECTOR AND CREATIVE CONSULTANT

MARCH 2013 - PRESENT

Team Patient

- Created and designed all branding for health care company
- Worked closely with founder and CEO on investor presentations
- Developed marketing collateral

Hogarth Worldwide

- Worked with Ernst and Young team to develop new brand guidelines for global marketing

The Publisher Desk

- Acted as marketing consultant for The Publisher Desk
- Wrote and designed duel branded presentation to open market to potential new clients