

Ann Hollingworth

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**Top performing, dynamic Senior Creative Director in the Advertising field
possessing a verifiable record of achievement,
and superior communication, management and presentation skills**

Key Accomplishments

Campaigns

- Responsible for creating the original Volkswagen ads for the Canadian market. Resulted in several awards and international recognition, Volkswagen corporate ad recognized in the Canadian Advertising Hall of Fame. Oversaw all print and photography, managing a team of four.
- Key role in increasing P&G's Always brand from fourth in the category to first within a 12-month timeframe. Maintained the top brand position throughout. Managed a group of four creatives.
- Spearheaded launch campaign for Millennium Hotels/Resorts in North America. Campaign so successful, agency won European launch assignment. Created Missouri Tourism campaign, winning several creative awards. Managed a cross-functional department of 20.
- Hand-picked to develop pitch for merger of Atlantic Telephone Companies to Alliant. Managed a department of 10.
- Played key role in start-up of Direct Response Advertising division of BBDO. Successfully integrated cross-functional approaches to direct response. Selected to bring forth a team designed to establish and execute the Bell e-business to CEOs, CFOs, and IT executives, resulting in full integration and more success within a 3-month period than IBM and Sprint's e-business campaigns of three years. Earned numerous creative awards in each division; presented as a case history by BBDO. Managed a team of 15.
- Conceived and designed the Scotiabank direct response calculator for home mortgages that became much copied by other bank campaigns in Canada. Oversaw the creation of the graphic standards for the direct response mailings for Scotiabank. Supervised five people.
- Concepted and completed an integrated campaign for the launch of the Grace Kelly exhibit at TIFF Bell Lightbox: newspaper, magazines, radio, member invitations, promotions, posters, outside building scrim, street banners, elevator doors, digital signage, wild postings, contests both online and off, landing pages, buckets, e-blasts, a pop-up fashion show. Worked with both internal and external stakeholders. Managed a department of 11.

Professional Experience

Freelance Exec. Creative Director
2001- Current

Consultant / US & Canada

ECD
2001 to Sept. 2001

MMGWorldwide / US

Instructor
1993 – 2001

OCAD / Canada

Associate Creative Director
1998 – 2000

BBDO Response / Canada

Summary of Qualifications

- Dynamic career reflecting progressive advancement, superior accomplishments and a talent for maintaining profit growth.
- Demonstrated ability to manage top-producing diverse teams of creative individuals.
- Achievements recognized both regionally and internationally. Hard-working team player, consistently assuming additional responsibilities.
- Reputation for creating big-idea, highly strategic integrated campaigns.
- Recognized for winning creative awards and helping existing clients continue to grow their business, working in cross-functional campaign management.
- Extremely comfortable and successful working with difficult and diverse clients. Strong presentation and sales ability.
- Keen organizational, analytical, problem-solving and decision-making ability.
- Articulate communicator exhibiting high-level business ethics and performance standards.

Awards

Member, Canadian Advertising Hall of Fame, Silver Microphone; Missouri Tourism / New York ADDY/The ONE SHOW/AD&D Volkswagen, Amstel Brewery/T.O. & NY Art Directors' Shows, A&P, Volkswagen, Kimberly Clark, Allied Van Lines/Bessies, Kimberly Clark, Budweiser/International Monitor Awards, P&G/RSVP's & Caplan's, FedEx, Sympatico,

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Accounts

Automotive (Corporate, Dealer, Retail)

Volkswagen Corp, VW Dealers Assoc. Hyundai Dealers, Chrysler Dealers & Retail, Kia Dealers Assoc.

Financial (Consumer Retail, B2B, Promotions, Integrated)

Erie County Bank (US), Toronto Dominion Bank, Midland Doherty, The Mutual Group, Royal Canadian Mint, Chase Lincoln First (US), Scotiabank, Royal Trust

Food & Beverage (Consumer, B2B Retail, Promotions, Integrated)

Budweiser, Nabisco, Cadbury Schweppes, Amstel Brewery, Nestle, Carnation, Dominion Grocery Stores, Coca Cola, Sun Pac, Rémy Martin, Molson, Seagram

Technical/IT/Telco (B2B, Digital, Integrated)

Phillips, Braun, Sony, Northern Telecom, IMC, Bell, Sympatico, FedEx

Packaged Goods (Consumer Retail, Promotions, B2B, Digital, Integrated)

Carter-Wallace, Colgate Palmolive, Boyle-Midway, Kimberly-Clark, Scott Paper, Union Carbide, Procter & Gamble, Warner-Lambert

Accounts cont'd

Imaging (Consumer, B2B, Retail, Promotions, Integrated)

Kodak (US, Canada), Hasselblad, Nikon, Canon, Polaroid

Travel & Tourism (Consumer, B2B, Retail, Promotions, Integrated, Digital)

Hilton Hotels, King Edward Hotel, Barbados Tourism, Canadian Airlines, Stratford Festival, Celebrity Cruise Lines (US), Millennium Hotels, Missouri Tourism, Fairmont Hotels

Retail (Consumer, B2B, Promotions, Digital, Guerilla)

The Body Shop, Wendy's, Petro-Canada, Eaton's, Printing House, Tim Hortons, Harvey's, Barnes & Noble Bookstores, Starbucks, Kilpatrick's, VW, Chrysler

Corporate (Consumer, B2B, Internal, Integrated)

Allied Van Lines, Union Gas, Intergold Corp., IBM, Volkswagen, Cleveland Public Power

Environmental/Public Service/Not for Profit (Consumer, Promotions, Integrated)

Scenic Hudson (US), Cdn. Diabetes Association, Cdn. Cancer Society, Duchess County Outreach, TIFF Bell Lightbox

Educational (Consumer, Digital, Integrated)

Duchess Community College, University of Nebraska Press, Marist College, Arkansas Tech

Agriculture (B2B, Promotions, Retail)

Monsanto, Syngenta

Education: BFA

University of Nebraska; Omaha, Lincoln
School of Visual Arts, New York, NY