

Ann Hollingworth

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

Summary of Qualifications

- Dynamic career reflecting progressing advancement, superior accomplishments, and talent for maintaining profit growth.
- Demonstrated ability to manage a top producing, diverse team of creative individuals.
- Achievements recognized both regionally and nationally. Hard working team player, consistently assuming additional responsibilities.
- Possess outstanding training, mentoring, and supervisory skills.
- Recognized for winning creative awards and helping existing clients continue to grow their business.
- Extremely comfortable and successful working with difficult and diverse clientele. Strong presentation and sales ability.
- Keen organizational, analytical, problem solving and decision making ability.
- Articulate communicator exhibiting high-level business ethics and performance standards.

Key Accomplishments

Campaigns

- Responsible for creating the original Volkswagen ads for the Canadian market. This resulted in several awards and international recognition, with Volkswagen corporate ad realized in the Canadian Advertising Hall of Fame.
- Key role in creative development which was instrumental in increasing P&G's Always from a 4 share to 1 share within a twelve month timeframe.
- Spearheaded launch campaign for Millennium Hotels/Resorts. Campaign so successful agency won European launch assignment. Created Missouri Tourism second year campaign, winning several creative awards during 6-month contract.
- Hand picked to develop pitch for merger of Atlantic Telephone Companies to Alliant.
- Played key role in start up of Direct division of BBDO. Successfully integrated/created branding with instant response. Selected to bring forth a team designed to establish and execute the Bell ebusiness to CEO's, CFO's, and IT executives, resulting in full integration and more success within a 3-month period than IBM and Sprints ebusiness campaigns of 3 years. Earned numerous creative awards in each division and presented as case history by BBDO.

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Accounts

Food & Beverage

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

Automotive

Volkswagen, Hyundai, Kia, Chrysler

Technical

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

Packaged Goods

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

Imaging

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

Travel & Tourism

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

Franchise

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

Financial

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

Corporate

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

Environmental/Public Service

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

Educational

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

Agriculture

Monsanto, Syngenta

Legal

McInnis Cooper

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Awards

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

Professional Experience

Creative Director/Art Director 2007	Freelance
Creative Director 2002-2006	BWCommunications
Creative Director 2001	MMG Worldwide
Creative Director 2000	The Bristol Group
Associate Creative Director 1998 – 2000	BBDO Response
Instructor 1993 – 2001	OCAD
Group Creative Director 1988 – 1992	DMB&B

Education

School of Visual Arts, New York, NY