



AMIEE FAY EXECUTIVE CREATIVE DIRECTOR

Volvo
P&G

Ally Bank
AARP
Gillette

Applebees
Alli/GSK

TJ Maxx
Hasbro
Juvederm

Botox
GSK Vaccines
Robitussin

Olive Garden
BMW

Capital One
Weight Watchers
Cablevision

Humira
Virgin Atlantic Airways
Windstream

MetLife
Chase Manhattan Bank
KeySpan Energy

DuPont
Novartis Animal Health
Juniper Bank

Kaiser Permanente
American Express
Fidelity Investments

Volkswagen
Audi

Capital One, Philadelphia PA ECD/January 2019 – January 2021

- Responsible for all creative/marketing for Consumer Bank and Capital One Cafes; includes CRM, email campaigns, customer comms, OLA, social, site updates and landing pages, SEO, Branch and in-Cafe signage and marketing
- Work closely with internal Mass Ad team and AOR to ensure larger TV/mass campaigns can be pulled through to all other channels; became case study for other LOBs to ensure same level of integration for their brands
- Built a team of best in class creatives and inspired them to up their creative game and deliver more strategic and more thoughtful creative rooted in best practices, data and analytics; responsible for team budget, expenses, etc.
- Transformed a very fractured brand into a strong, recognizable brand, resulting in a 30% increase in brand awareness
- Exceeded deposit goals year over year; campaigns in spring 2020 amassed over \$3B in new deposits in less than 3 months
- Partner with marketing leads to build out marketing and creative strategy
- Manage relationships with outside agencies and responsible for agency budget
- Developed strong relationships with Design Team and established process for our teams to work more closely together; became roadmap for the other LOBs to do the same
- Led a small team to develop a new internal creative brief to be used all across all Capital One brands to ensure better creative and consistency

Grey NY, NYC GCD/January 2012 – December 2018

- Built and led team specializing in digital, social and CRM, working across the agency to create integrated campaigns
- Led agency to win its first ever digital-only pitch on Alli/GSK
- Led agency to win its first ever CRM pitch on Volvo
- Stood up and managed Grey's first UX department
- Part of team that rebranded Ally Bank and launched it's Do it Right campaign
- Led team to create Ally Bank's two top performing social campaigns of all time
- Exceeded deposit goals on Ally Bank year over year
- Over 70% of Volvo sales can be tied back to team's CRM communications
- Led integrated Volvo campaign that sold over 1000 all-new XC60s before the vehicle ever arrived in showrooms
- Created AARP multi-touch campaign and landing experience which has had 50% year over year membership increase
- Strong client relationships led to larger volume of business across all accounts leading to increased agency fees

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Kirshenbaum Bond Senecal + Partners/Company C
(formerly Chinnici Direct) NY, NY
ACD/January 2002 – January 2012

- Successfully ran CRM/digital on Capital One for 5+ years
- Successfully ran CRM/digital on BMW
- Created highly targeted CRM program for BMW with initial response rates over 30% and conversion over 60%
- Launched MetLife's online bank and helped deposits reach over 1 billion in less than a year

Earle Palmer Brown NY, NY
Sr AD/January 2001 – November 2002

Rapp Collins NY, NY
AD/June 2000 – January 2001

Gillespie (part of MRM McCann) Princeton, NJ
AD/January 1999 – April 2000

Aspire, Inc. Morrisville, PA
Designer/AD/January 1994 – January 1999

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