



AMIEE FAY EXECUTIVE CREATIVE DIRECTOR

JPMC
Peloton
PayPal
Samsung
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
American Express
Fidelity Investments
Volkswagen
Audi

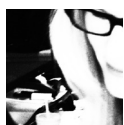
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R/GA NYC GCD / January 2022 – Present

- Lead JPMorgan Wealth Management and Private Client lifecycle strategy and creative across email, social, print and landing pages; built enterprise email design systems and expanded the portfolio across new lines of business, driving sustained agency revenue growth; launched a personalized monthly performance email achieving 60%+ open rates and 40%+ CTR, and continue to optimize through qualitative and quantitative testing each year.
- Led US and South America creative teams for Peloton's AI-powered global product launch, delivering 800+ assets across site and full-funnel lifecycle in under 3 months; executed rollout across UK, Germany, and Australia; developed the CMO keynote and B2B thought leadership, aligning brand and product vision.
- Directed the global email ecosystem relaunch for PayPal, partnering with its internal creative team, Pentagram, and Monks; scaled 600+ lifecycle and campaign assets across US, Germany, UK, and Australia; extended framework to B2B and PayPal+ (Rewards Program).
- Led global creative teams across US, Buenos Aires, and Indonesia for all Samsung Mobile Global product launch ecosystems; built scalable lifecycle framework delivering 400+ assets per launch with AI-driven localization across key audience segments.

Capital One Philadelphia PA ECD / January 2019 – January 2021

- Led creative and marketing for Consumer Bank and Capital One Cafés across CRM, social, OLA, website, SEO, retail signage and collateral; developed integrated campaigns spanning the customer journey and partnered with senior leadership on marketing and creative strategy.
- Partnered with Mass Ad and AOR teams to integrate TV and mass campaigns across channels; approach was recognized as a case study for other lines of business and became a model for integrated marketing across the organization.
- Built and managed a high-performing creative team, overseeing budgets and expenses while establishing more strategic, data-driven creative processes and efficient cross-functional workflows.
- Revitalized a fractured brand, increasing brand awareness by 30%, while leading campaigns that exceeded deposit goals and generated \$3B+ in new deposits in under three months during spring 2020.
- Managed agency relationships and cross-functional partnerships with Design and other internal teams, establishing processes that improved efficiency, consistency and creative quality across the business.
- Led development of an internal creative brief adopted across Capital One brands, creating a shared strategic framework to improve consistency and quality across the organization.



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Grey NYC

GCD / January 2012 – December 2018

- Built a specialized digital group from the ground up to serve the integrated creative, CRM, social and UX needs of Volvo, Ally, DIRECTV, GSK and TJ Maxx; grew the group into an integral part of the agency's largest businesses.
- Partnered with ECDs and senior leadership to develop creative platforms spanning channels and disciplines, while leading new business efforts that expanded agency relationships and revenue; won Grey's first-ever digital-only pitch for Alli/GSK and first CRM pitch for Volvo.
- Helped create and manage Grey's UX department, integrating experience strategy and design into the agency's broader creative offering.
- Led creative for Ally across CRM, digital, social and all below-the-line channels, partnering with brand and leadership teams to bring the "Do It Right" platform to life; led the team behind Ally's two highest-performing social campaigns of the year and consistently exceeded Ally Bank deposit goals year over year.
- Led CRM strategy and creative for Volvo, with more than 70% of vehicle sales attributed to the team's CRM communications; led an integrated launch campaign that sold 1,000+ all-new XC60s before the vehicle arrived in showrooms.
- Created a multi-touch AARP campaign and landing experience that contributed to a 50% year-over-year increase in membership.
- Built strong senior client relationships across accounts, expanding scopes of work and increasing agency fees through larger volumes of business.

Kirshenbaum Bond Senecal + Partners/Company C (formerly Chinnici Direct) NYC

ACD / January 2002 – January 2012

- Led CRM/digital on Capital One for 5+ years
- Led CRM/digital on BMW as well as retail/in-dealership signage and collateral
- 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 1B in less than a year

Earle Palmer Brown NYC

Sr AD / January 2001 – January 2002

Rapp Collins NYC

AD / May 2000 – November 2000

Gillespie (part of MRM McCann) Princeton, NJ

AD / January 1999 – April 2000

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