

AMANDA HUNTZINGER

ART DIRECTOR/CD/LEAD

Creative director known for elevating brands through compelling campaigns and visual storytelling. Extensive experience in art direction, design, and branding for B2B / B2C clients, working with best-in-class agencies and diverse industry verticals (pharmaceuticals, healthcare, consumer, finance). Develop and lead teams in crafting a cohesive brand presence across platforms, blending strategic, conceptual, and communication skills to articulate the creative vision. Technically proficient in standard design tools and software. Strengths include:

**Creative & Art Direction • Advertising • Design Strategy • B2B / B2C Campaigns • Content Production
Cross-Platform Marketing • Conceptual Thinking • Strategic Execution • Team Building & Leadership**

EXPERIENCE

Associate Creative Director / Art Director | FREELANCE | USA // New York 2009 – Present

Agencies: H4B Chelsea, HAVAS Wave/VX/Health & You, VMLY&R, Wunderman, Grey Healthcare Group, Publicis Life Brands/Medicus, Digitas/Health, DraftFCB, Kaplan Thaler Group

Clients: Sanofi Women's Health, MTV, Nickelodeon, BCBS Healthcare, Suntrust, TIAA CREF, AstraZeneca, Pfizer Oncology & Women's Health, Leo Dermatology, Almirall Dermatology, Novartis Hematology, Baxalta Hematology

- Shape creative vision, strategy, and execution of high-visibility advertising and brand campaigns, directing teams at top-tier agencies. Lead B2B / B2C initiatives across healthcare, pharmaceuticals, finance, entertainment, retail, and other sectors.
- Oversee creative development for cross-channel marketing programs, brand identity systems, print and digital advertising, social media content, mobile, environmental graphics, and product launches.
- Define and communicate brand standards (fonts, colors, logos) to maintain visual consistency across channels.
- Create product marketing, messaging, and consumer education materials for brands in highly regulated industries.
- Design data visualization tools (charts, graphs) to distill complex analytics into simplified stories.

PUBLICIS LIFE BRANDS MEDICUS | Art directed and designed print, digital, and mobile app work supporting the launch of DUAVEE, Pfizer's Women's Health portfolio, from concept through production. Developed print, digital, and broadcast work for other global Rx and consumer brands (Pfizer, AbbVie, Boehringer Ingelheim, Crest, Oral-B).

DIGITAS | Influenced creative direction and development of print, digital, and broadcast campaigns for Rx, finance, and consumer brands (Pfizer, Bristol Myers Squibb, EMD Serono, Suntrust, TIAA).

Associate Creative Director / Art Director | WUNDERMAN | New York 2016 – 2017

Clients: GSK Respiratory, Pfizer Rheumatology/Dermatology

- Assembled and led a team of 12 on 6 GSK Respiratory brands.
- Steered creative on digital, social, mobile, and print projects as client-facing lead.
- Helped scale the business from \$500K to roughly \$7M within a year, reporting into the ECD.

Senior Art Director | OGILVY | New York 2005 – 2009

Clients: IBM, Wyeth Rx Brands, Boehringer Ingelheim Rx, Mead Johnson Nutrition

- Conceptualized consumer-facing print, interactive, and integrated marketing campaigns for global pharma brands.
- Part of the creative pitch team that secured new business with Allergan and Novartis.

Art Director // Supervisor | SAATCHI & SAATCHI WELLNESS | New York 2004

Clients: AstraZeneca

- Art directed and produced brand identity systems, print advertising, and relationship marketing campaigns for national consumer healthcare brands, managing teams of creative talent.

PREVIOUS

Art Director at YOUNG & RUBICAM | DEUTSCH | MTV | NICKELODEON

Principal + Creative Consultant to emerging brands (hospitality, fashion, food, retail, health & wellness, non-profit)

EDUCATION

BS, Advertising – Syracuse University | **Art Direction Certificate** – Portfolio Center | **English Language Teaching Certification** – Cambridge CELTA

AFFILIATIONS

The One Club | Designer – MovetheFuture.co | Designer – Hampton Bays Youth Soccer | Director – 301 East 22nd Street Tennants Corporation