






Shelly Chung

CREATIVE / ART DIRECTION

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Conceptual Art Director / Strategic Thinker / Solution Oriented

I'm a natural leader and collaborator with a clean design aesthetic. I can work hands on, am well organized, client friendly, an inspired mentor, and zen in chaos. The result? A beautifully articulated message flow and interaction with soul and purpose.

Freelance Associate Creative Director 2015-present

Area 23, Digitas, Digitas Health, Edelman, Evoke, FCB, FCB Cure, FCB Health, Grey Health, KWG, MetLife, Neon, Porter Novelli, Publicis, Vonage

Highlights: Fluent in the digital and analog landscape.

Built teams for clients to execute upper/mid funnel digital/video messaging

Created and updated websites and splash pages for desktop and mobile

Executed international TV and B-roll spots and social campaign

Conceived PR experiential marketing and engagements

Launched new products for DTC and HCPs in digital, print, OOH, and conventions

Designed CRM emailing system for pre- and post- purchase

Clients: Accenture, Alzheimer's Awareness, BD Veritor Covid Test, Citibank (CRM), Florida Blue Health Insurance, Dr. Scholl's, LG cell phone, MetLife, OcuVite, Plan B, Paradontax, T-Mobile PR, Vonage, Xiidra Experiential

Pharmaceutical clients: AbbVie (Linzess-IBC), Allergan (Presbysol-vision), Boehringer Ingelheim, Bristol Myers Squibb (Zeposia launch), Demira, Inc. (QBREXZA-eczema), Exact Sciences (Cologuard), Ferring Pharmaceuticals (Clenpiq-bowel prep), Incyte Dermatology (Opzelura-eczema HCP launch), Jardiance (diabetes), Lilly (MBC), Novartis (MS concept), Pfizer (pneumococcal pneumonia launch), Urovant launch, new business

Creative 2014-2015

360i: Partnered with client to develop and design storytelling engagements and experiences in social media that achieved marketing goals.

Clients: Coffee-Mate, Enterprise Car Rental, Fanta, Fisher-Price, Nestle Waters

Freelance Associate Creative Director 2003-2013

Ogilvy & Mather, Publicis, Young & Rubicam, Dentsu, FCB, Deutsch, McCann Erickson, Wunderman, Grey

Highlights: Created IBM international brand guides for digital and print communications

Conceived and executed Slim-Fast SuperBowl spot

Presented concepts created for Fortune 500 companies in print, digital, OOH, TV

Clients: Accenture, AT&T, American Express, Citibank, Dell, Delta Airlines, DHL, Glaxo Smith Kline, Hellmann's, IBM, IQNY, Kodak, JAL, MetLife, National Car Rental, MasterCard, Pace Foods, Royal Caribbean Cruise Lines, Slim-Fast, Sloane-Kettering, T-Mobile, Unilever, new business, and more...

V.P. Associate Creative Director 1999-2001

Pedone & Partners: Ideated, presented, and implemented multi media campaigns.

Crafted branding identity and coordinated look and feel with tone of voice.

Clients: CorningWare, Natra Taste, The Waldorf Astoria, new business

Awards Communication Arts, ADC, ADDY, ACE, EFFIE, Creativity, Houzz

Skills Adobe Creative Suite, Photoshop, Illustrator, InDesign, Adobe XD, Figma, Keynote, Sketch (working knowledge), Powerpoint, Word, Excel, Google Sheets, Outlook

Education Parsons: Interior Design, SVA: Advertising, University of Colorado, Boulder: BFA Photography, BS Journalism

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