



Hey there! I'm a creative leader with over 13 years of experience in art directing, concepting and leading the charge on creative projects across various brands and mediums. I've driven successful campaigns, won awards, and landed new business. I'm all about teamwork, knowing when to delegate, and jumping in to make magic happen.

ALLISON NAVON

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AWARDS

Cannes Lions - Silver

Print & Publishing - PNC Project 257

Anthem Awards - Bronze

Diversity, Equity & Inclusion
PNC Project 257

NEW BIZ WINS

Band-Aid / 2023

Lead creative team

Simple Mills / 2023

Lead creative team

Cencora / 2023

Lead creative team

VERTICALS

CPG

QSR

Wellness

Beauty

Finance

Food & Beverage

Health

BRANDS

Band-Aid

Simple Mills

Cetaphil + Differin

Dr. Praeger's

Chase

Jet-Puffed

Sonic Drive-In

Diageo

Colgate

Unicef

Hershey's

+ More

SKILLS

Adobe Creative Suite

Figma

G Suite

EDUCATION

SCAD / 2006 - 2010

B.F.A. in Advertising Design

B.A. in Graphic Design

SCAD / Lacoste, France, Fall 2008

EXPERIENCE

Deutsch NY / New York, NY

Associate Creative Director / February 2021 - Present

CURRENT

- Lead integrated campaigns for Simple Mills, Band-Aid, Differin, Cetaphil, and Dr. Praeger's across various mediums (TVC, social, digital, print, and OOH).
- **Drive business growth** and **cultivate client relationships** on the Simple Mills, Differin, and Dr. Praeger's accounts.
- **Lead project ideation, execution, and team management** across multiple accounts and tight deadlines.
- Provide strategic insight and creative inspiration for briefs on the Differin, Simple Mills, and Dr. Praeger's accounts.
- Experience in leading productions of varying scales, with a background in directing, styling, editing, and shooting social content.

PRIOR

- Drove creative efforts on **three business wins**, all in one year (Band-Aid, Simple Mills, and Cencora). Played a key role as one of the lead presenters during the Simple Mills pitch, contributing to its success.
- Led Differin's 'End Acne Aftermath' campaign, **boosting post-acne treatment sales by 130.9%** and **Dark Spot Correcting Serum sales by 72.9%**, causing temporary product shortages and an advertising pause for restocking.
- Led Dr. Praeger's 'A Little Joy For A Long Childhood' campaign, which **tripled industry benchmarks** on TikTok and generated over **12K comments**.

VaynerMedia / New York, NY

Associate Creative Director / March 2020 - February 2021

Senior Art Director / March 2018 - March 2020

- Led the development and execution of digital and social content for a variety of clients, including Chase, Jet-Puffed, Sonic Drive-In, Diageo, Maxwell House, and Scotts Miracle-Gro.
- Managed a team of **10+ creatives** made up of **both traditional creatives and multifaceted content creators** on the Sonic Drive-In and Diageo accounts.
- Led client presentations and cultivated strong client relationships with the Sonic Drive-In and Diageo accounts.
- Collaborated with the Project Management team to allocate resources and ensure timely alignment on the Sonic Drive-In and Diageo accounts.
- Worked closely with the strategy team on the Sonic Drive-In and Diageo accounts to provide strategic insight and creative inspiration for social briefs.
- Led Sonic's social Tot Drop stunt, achieving **+266% above benchmark** with **42K unique viewers** and **46.4K video views**, despite a **\$0 production budget** and **no paid support**.
- Drove Jet-Puff's 'Fluffy Slide of Life' campaign, which **exceeded benchmarks by 20%** and performed in the **top 1% of all paid ads at Kraft Heinz**.
- Produced high-volume social content and used learnings to recalibrate creative strategy based on real-time insights.

Y&R / New York, NY

Senior Art Director / March 2017 - March 2018

Art Director / June 2013 - March 2017

- Led creative projects for clients such as Colgate, Unicef, Palmolive, and more, from ideation to production.
- Helped create Colgate Snapside Down, Snapchat's first upside-down ad, reaching **13M+ viewers** in **72 hours** and **sparking water conservation talks across social**.

Arnold Worldwide / New York, NY

Jr. Art Director / January 2011 - January 2013

- Conceptualized and produced projects for clients such as Hershey's, Aetna, NYU Langone and more.