



ELEVATOR PITCH

I'm passionate about building brands. Whether that brand is my client or my agency, I shoot for the most creative, effective and efficient way to make that brand the best. Armed with an arsenal of experience from above the line, below the line and the stuff that blurs the line, I'll do everything humanly possible to ensure we all shine.

peggy carroll • creative director | art director

FREELANCE : LA | CHICAGO

creative director | interactive art director 8/12–present

agencies: geometry global, ogilvy, the game show network, misc. boutiques

brands: ford, coke, zico coconut water, jim beam, pinnacle vodka, glade, raid, off, scrubbing bubbles, huggies, kleenex, cottonelle, scott, kotex, kraft, nokia, j. c. penney, technicolor, internet on-the-go hotspot, beat the chef game show

bragging rights: Keeping myself busy and my clients (and their clients) happy.

DRAFTFCB | ORANGE COUNTY

creative director 9/10–8/12

brands: sony electronics, new business

bragging rights: Set up/led the shopper department and sony electronics account. Managed team of up to 8 people. Blu-ray Disc™ players went from #3 to #1 in 2011.

FREELANCE : CHICAGO | LA | NY | IRELAND

art director | interactive art director | creative director 7/01–9/10

agencies: ddb, draftfcb, proximity bbdo, saatchi x, corbett healthcare, marcusa

brands: kmart, wrigley, vtech toys, midol, aleve, budweiser select, laughing cow cheese, dell, lenscrafters, toys r us, culver's restaurants, sears, auto zone, wms gaming, true value, ggp malls, pharma

bragging rights: Built long-term freelance relationships and got a multi-disciplinary insider's view to the best agencies and brands—soaking up works and what doesn't.

OGILVY & MATHER | CHICAGO

associate creative director 4/98–7/01

brands: sears, suave, kotex, cottonelle, breyer's ice cream

bragging rights: Winning the global advertising for kotex, multi-cultural for suave.

HAL RINEY & PARTNERS | CHICAGO

art director 5/92–4/98

brands: bally fitness, bell south, kinko's, sarta, subway restaurants, ulta3 stores, midway games, zany brainy, john nuveen investments, new business

bragging rights: art director on the team that won a 40MM BellSouth Olympic project. Learned from an amazing team that won just about every account they pitched.

NORTHERN ILLINOIS UNIVERSITY

THE SCHOOL OF THE ART INSTITUTE OF CHICAGO

disciplines: traditional, digital, shopper, activation, content, multi-cultural, global, cpg, qsr, retail, pharma

software: adobe creative suite, Keynote, well-versed in html, flash and other web tech

etc: graduate of player's workshop of the second city (improv), have laptop/will travel

downtime favorites: golf, safari/travel, gardening, cooking, family, friends

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