



A N N A - R U T H W A T T S

(617) 435-4033 ————— annaruth.watts@gmail.com

PROFESSIONAL EXPERIENCE

Connelly Partners Boston, Massachusetts

Sr. Art Director Aug 2016 – Present

Create, concept, design, and lead ideas for multi-channel advertising campaigns: digital, social, broadcast, print, and e-mail. Clients include American Tourister, al fresco all natural, Massachusetts State Lottery, Puffins Cereal, Bus Éireann, and Salem Five Bank.

Arnold Worldwide Boston, Massachusetts

Art Director Sep 2014 – Aug 2016

Worked on broadcast and digital projects across desktop and mobile display platforms, e-mail communications, social threads, landing pages and integrated campaigns. Created and developed print, outdoor, brand, social, web and broadcast advertising campaigns. Main clients included Progressive Insurance, Santander Bank, PUR Water Filters, and Solar City.

Jr. Art Director Aug 2012 – Sep 2014

Worked across print, digital, outdoor, and broadcast platforms to create new and innovative ideas for advertising campaigns. Worked closely with copywriters and other creatives to generate ideas for clients including McDonald's, Progressive Insurance, Huntington Bank, Santander Bank and Jack Daniels. Saw concepts through to their completion and production, making sure the client's needs were met to the highest creative standard.

Studio Layout Artist Jul 2010 – Aug 2012

Worked in the Print Studio and supported the creative department at Arnold Worldwide, a global communications company and one of the top five most creatively awarded agencies of the past decade. Utilized the Adobe Creative Suite for layouts on campaigns for clients such as McDonald's, Carnival Cruise lines, Pearle Vision, Panasonic, Brown Forman, and many others. Assisted in preparing creative materials for client presentations and new business pitches.

Recycle Studio Boston, Massachusetts

Studio Manager Feb 2013 – October 2016

Managed Boston's First indoor cycling studio. Worked with studio owner, managers and staff daily. Hired and trained front desk staff, managed staff schedule, and helped maintain the culture of the studio—which included marketing and design needs. Voted best Boutique Gym on Best of Boston, Recycle offers a full body workout on the bike.

PROFESSIONAL EXPERIENCE (CONT.)

Coldwell Banker Cambridge, Massachusetts

Marketing Assistant Aug 2008 – Jul 2010

Assisted the Marketing Coordinator with the marketing of current properties and homes listed through the Cambridge, Huron Avenue office. Compiled and submitted weekly advertisements and reports for the real estate section of the Boston Globe. Designed property feature sheets, eFlyers, postcards, posters, slide-shows, brochures, newsletters, and scheduled individual meetings and marketing consultations with agents.

DAILY OBJECTIVE

To utilize my talents, competence, self-drive, and knowledge of industry. To reward my company and personal life with professional success through hard work, attention to detail, and positivity. Creative growth and continued skill development.

SKILLS + EXPERIENCE

Art Direction	Calligraphy/Hand Lettering
Graphic Design	Marketing
Advertising	Video Production
Digital Design	Video editing
InDesign	Photography
Illustrator	Broadcast/Set Experience
Photoshop	Public Relations
Keynote	Makeup
Power Point :(Hair
Google Slides	Wardrobing
Studio/Fine Art	

EDUCATION

Simmons University Boston, Massachusetts

BA in Communications, Integrated Media, Marketing May 2007

Recipient of departmental Media Arts Award for the 2007 graduating class, on the Deans List, member of the PRSSA (Public Relations Student Society of America), member of the Communications Liaison, the Management Liaison, and the American Marketing Association (student chapter). Volunteered at the Simmons School of Management Annual Leadership Conference May 2006 and May 2007.

Dixie State College St. George, Utah

AA May 2005

CEC TV and Dance Company.



@anna_ruthie

www.annaruthwatts.com

