

resumé

Tiffany Young | Creative Director | adcritique.com | (206) 713-3749 | tifotter@aol.com

overview

Tiffany is a creative director, team manager and creative strategist with over 14 years of experience in traditional and interactive advertising and marketing. Her current focus is interactive websites, games and activities, and her most recent clients include *Disney, Nickelodeon, Nintendo, Hasbro, Comedy Central* and *Starbucks*. Her current revenue responsibility is \$6MM annually.

highlighted skills

Leadership: Create and maintain healthy company culture and effective teamwork among design, production and engineering groups. Directly manage and mentor a group of 20+ ACDs, senior designers, animators, writers and freelancers. Build individual paths for growth and learning for each employee. Responsible for ensuring the entire team meets utilization targets. Created and teach a course in leadership at the School of Visual Concepts called "Managing Creative People." Instrumental member of senior management team *responsible for building the company from \$2.8MM in annual billings with 25 employees to ~\$6MM in annual billings and over 55 employees*. Grew client roster from three core clients to an array of Fortune 500 companies including Nickelodeon, Disney, Cartoon Network, AOL, American Greetings, Starbucks, Hasbro, Comedy Central and Nintendo.

Marketing & Communications: Most recently rebranded and repositioned Smashing Ideas, Inc.—from writing the core values and mission statement for employees to determining the niche market and positioning to clients. Conceptualized, wrote and supervised design of the website, presentations and other collateral materials. Work weekly with PR agency on evolving strategies, case studies and press opportunities. Responsible for all internal and external company communications. Represent Smashing Ideas by speaking at industry conferences like Kidscreen and Advertising Week in NYC. Write articles on children's marketing for trade publications. Judge awards shows for interactive advertising, marketing and photography competitions.

Community: Member of the 2007 Seattle Show Board of Advisors. Donate marketing services to Action Against Hunger. Board of Directors for the Duck Rescue Network. Violinist in the Ravenna Strings Community Orchestra. Volunteer bird nursery caretaker at PAWS.org.

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employment history

Smashing Ideas, Inc., Seattle | Creative Director | April 2003 – present

Oversee development of all communications and creative work at award-winning studio. Lead a team of 20+ creators to deliver websites, games and interactive experiences for *Kraft, Disney, Nickelodeon, Nintendo, Starbucks, Comedy Central* & more.

SF Interactive, San Francisco | Associate Creative Director | Jan 2000 – April 2003

Responsible for mentoring a small team of designers, writers and production staff on emerging online marketing for Fortune 500 clients. Lead campaign development for the largest and fastest-growing account, *Cisco Systems*. Other clients included *TiVo, Verisign, Roxio, Adaptec, Wind River and iVillage*.

Ziccardi & Partners, New York | Senior Art Director | Feb 1999–Jan 2000

Worked with a writer partner to create print and television campaigns for *Loews Hotels, New Woman magazine, Simon & Schuster* and *Avon*. Responsible for day-to-day client and project management of \$200,000 in monthly billings.

Heitner Weiss Advertising, New York | Senior Art Director | Nov 1997– Feb 1999

Young & Rubicam, New York | Designer | Mar 1996 – Nov 1997

Freelance Marketing and Design, New York | Mar 1995 – Mar 1996

Public Sector Solutions | Art Director | May 1993 – Mar 1995

education

University of Texas at Austin | BS in Communication, 1993 | Major in Advertising

personal

I was born in Utah, where I learned to appreciate green Jell-O. After college in Texas, I hopped a Greyhound bus to NYC to work on Madison Avenue. In 1999, I moved West to go interactive and in 2003 moved Northwest in search of a better latte (and to accept a great job). My personal interests include communication theory, leadership, animal welfare, and photography. I have a pet duck named Mr Flapper. He has a personal blog at <http://www.mrflapper.com>. His site gets 500+ hits a day and his email open rate is 64%.

what others say

"Tiffany's greatest accomplishment is her ability to keep us together as a group while we have grown so extensively over the past year. I think a lot of managers would have stepped back until the dust settled, but Tiffany was with us each step of the way, addressing our concerns, answering our questions and making us feel included."

NOTE: References available upon request.