



LAUREN LENART
VP CREATIVE DIRECTOR

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laurenlenart.com

Experience

Brand Launch Creative
Brand/Programmatic TV
Brand/Programmatic OOH
Print Production
Global Design Toolkits
Digital Promotions/Content
Social Toolkits/Content
Website Design
Package Design
Book Design
Local Activation Toolkits
Brand Event Planning
Shopper Marketing/Retail
Display Design
B2B Creative

Additional Skills

Client Relationships
Team Management
Young Talent Mentorship
New Business Initiatives

WORK EXPERIENCE

VP Creative Director, FCB, May 2021-Present

Lead creative teams across Vuity, Restasis, BOTOX Cosmetic, Juvéderm, Skinivive and Ubrelyv
Manage and mentor 30+ team members inclusive of art directors, copywriters, designers, content creators, and web designers in projects, career development and team collaboration both remotely and in-office
Guide creative ideation, development and final execution for tv, print, social, digital, web, and event assignments

Creative Director, FCB, October 2019-May 2021

Managed BOTOX Cosmetic, Juvéderm and Ubrelyv creative teams in producing brand, social and digital work
Collaborated with planning, account and client teams to establish brand creative frameworks, campaigns and guides
Led and participated in numerous new business agency initiatives to grow client portfolio

Associate Creative Director, FCB, October 2017-October 2019

Led and executed print, OOH, digital, social, broadcast and activation creative for national Jack Daniel's programs
Created global brand launch creative and toolkits for Jack Rye and Jack Apple
Managed and designed components for the Jack Daniel's national and global websites
Played integral role in acquiring new FCB clients, Jack Daniel's Tennessee Apple, Darrell Lea and Goodyear
Led digital and print creative development for MFS Investment Management

Senior Art Director, FCB, October 2015-October 2017

Produced brand campaign broadcast, digital, social, print and retail creative for Meow Mix
Created tv, digital, and social elements for Chicago Tourism and Valspar
Created print, social, and PR stunt creative for MilkPep
Designed national retail promotions, package and display design for Coca-Cola and Fisher Price
Acquired new client and produced Colon Cancer awareness campaign for Meredith's Miracles

Art Director, FCB, April 2014-October 2015

Created retail print and display promotions for Coca-Cola
Designed shopper marketing solutions for Big Heart Pet Brands including Meow Mix, Milkbone, Milo's Kitchen, 9Lives and Puperoni including print, direct mail, display and ECRM

Art Director, Leo Burnett October 2012-April 2014

Created print elements for McDonald's national and test market programs
Designed Happy Meal Box and product packaging and promotions
Created an identity system for Arc Worldwide inclusive of print and social assets

Associate Art Director, Leo Burnett June 2011-October 2012

Created print elements for McDonald's national and test market programs
Created work for McDonald's and Coca-Cola partnership advertising
Designed bespoke Happy Meal typeface

Art Direction Intern, Slingshot L.L.C. June 2010-Aug 2010

Produced print materials for Fuelperks, III Forks, The Container Store and La Madeleine
Created award-winning viral videos for Joe's Crab Shack social promotion
Designed recruiting application for Dallas based non-profit, The Marcus Graham Project

EDUCATION

Bachelor of Fine Arts in Advertising, Minor in Graphic Design
Savannah College of Art and Design, GPA 4.0, Salutatorian

ORGANIZATION INVOLVEMENT

FCB Internship Program Mentorship Program June 2017-present
SCAD Advertising Mentorship Program Sept 2012-2017