

LAURIE PACHENCE

CREATIVE DIRECTION, ART & DESIGN

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Creative Direction
Art Direction
Branding & Design
Team Leadership
Project Management
Concept Development
Branded Content
Social Platforms
Influencer Programs
Digital Engagement
Sponsors/Partnerships
Traditional Marketing
CRM
Retail
Activation

VaynerMedia, Edelman & MRV

Freelance Creative Direction/Art & Design 2014 - present

Visa, Visa Checkout, Mountain Dew, Samsung Mobile, Samsung Electronics, Verizon Hum, Visine Eye Drops & New Business

Iris Worldwide

Creative Group Head/Creative Lead Oct 2011 - Sep 2014

NOS Energy Drink, Barclaycard, Air Wick, Durex, Lysol, d-CON, Finish Dishwashing, Resolve Carpet & Laundry, Mucinex, Woolite, Veet, Philips Lighting, Adidas, Purity Vodka, ADC, Coty, Rimmel London, Diageo & New Business

MRM/McCann

Associate Creative Director Dec 2010 - Oct 2011

Betty Crocker, Big G Cereals, Bisquick, Chex Cereal, Chex Party Mix, Cinnamon Toast Crunch, Hamburger Helper, Nature Valley Granola Bars & New Business

Grey/G2, Drillteam Marketing, The Parkside Group

Freelance Art Direction & Design 2009 - 2010

Nestle', Nesquik, Coffee-mate, Imperial Brands & New Business

Agent16

Senior Art Director Feb 2006 - June 2009

Atari, Bulldog Gin, Zappos, Alison Raffaele Cosmetics, Three Olives Vodka, 1800 Tequila, NYC DOT, Yale University & New Business

Park B. Smith

Graphic Designer 2004 - 2006

Bed Bath & Beyond, Daniel Boulud, Home Depot, JC Penney, Sears

Rutgers University, Mason Gross School of the Arts

BFA Graphic Design 2003

Golden Key
International Honor
Society

School of Visual Arts, Continuing Education Advertising