

# EMILY CLARK

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## EXPERIENCE

### **Ogilvy, New York**

October 2021 – present

*Creative Director*

Accounts: Kimberly Clark, Audi, Absolut Vodka, Corteva Agriscience

- Write digital, social, print, radio, TV, OOH campaigns for roster of clients on an ongoing basis
- Launched Corteva Agriscience, a division of DowDuPont, with a series of documentaries garnering millions of views
  - Won PR Week awards in multiple categories for “Heart of the Farm” campaign
- Concepted and wrote new Kotex campaign with an \$850k budget
- Creative lead on several proactive projects for multiple clients including Absolut Vodka

### **Miami Ad School**

April 2021 – September 2021

*Wordsmithing Instructor*

- Taught 2 quarters of Wordsmithing to Miami Ad School students
- Created syllabus for 10-week course ranging from radio to stunts to writing their website’s “About me” page
- Supported 23 students in creating 2 portfolio pieces each showcasing copywriting skills

### **Ogilvy, New York**

April 2018 – September 2021

*Associate Creative Director and Co-Lead of Ogilvy Pride Professional Network*

Accounts: Instagram, Vaseline, Colgate, Ernst & Young, American Express

- Created Instagram’s first-ever U.S. brand campaign: We Make Today; launched 7 films in 7 days
- Managed 2 teams of writers and art directors for Ernst & Young recruitment video and conference installation piece
- Lead writer on Vaseline’s commercial featuring Regina King as VO
- Shot “Liberty”, a personal documentary about a Statue of Liberty character from Times Square that played in 2 film festivals

### **Ogilvy, New York**

July 2012 – March 2018

*Intern to Senior Copywriter*

Accounts: American Express, Coke, Ikea, Starbucks, UPS, Castrol

- Lead copywriter on American Express OOH and radio; oversaw LinkedIn and Facebook message tests for freelancers
- Oversaw copywriting, shoot and edit for global Castrol TVC featuring Michelle Rodriguez that was adapted for 27 countries
- Directed and produced a short documentary in 2016 about the changing taxi industry of London that premiered at the London International Documentary Festival

### **New York University**

August 2006 – June 2012

*Administrative Aide in the Stern School of Business*

## EDUCATION

### **New York University, New York**

Certificate in Digital and Graphic Design Production

### **New York University, New York**

M.A. John W. Draper Interdisciplinary Master’s Program in Humanities and Social Thought

### **American University, Washington, DC**

B.A. Public Communication; Political Science minor

University Honors Program, *magna cum laude*

## SKILLS AND INTERESTS

Proficient in Premiere, InDesign, Photoshop, MS Office Suite, PowerPoint, and Internet research

Interests include travel, podcasts, and documentaries (making and watching)