

# JESSICA *Killian*

## SKILLSET

### 10+ YEARS EXPERIENCE

Beauty, Food & Bev, CPG, Fitness, Health & Wellness and, Financial

### ART DIRECTION & DESIGN

### 360 CAMPAIGNS

TV, Print, Social, Influencers

### PRODUCTIONS

Scrappy to large scale celebrity shoots and other processes such as casting, styling, editing etc.

### ORGANIC & PAID SOCIAL

Chronically online diving into platform and culture trends

### CLIENT FACING PRESENTATIONS

### MANAGING TEAMS OF 10+

### NEW BUSINESS PITCHES

### WEB & ECOMM

## PROFICIENCIES

### ADOBE CREATIVE SUITE

Photoshop, Illustrator, Indesign, After Effects

### G SUITE

### SKETCH

### CAPCUT

## EDUCATION & HIGHLIGHTS

FASHION INSTITUTE  
OF TECHNOLOGY

BFA Advertising Design  
**MAY 2013**

- Student work published in Lurzers International Archive Vol. 4/2013
- Lurzers Archive 2014 Nominee for Student of the Year

## EXPERIENCE

### THE SASHA GROUP; NY | ACD - Creative Director | May 2021 - Present

*Clients: Palmer's, Xponential Fitness, BodyMark, Wet Brush, The Body Shop, LUDEX, Hain Celestial (Terra Chips, Veggie Sticks, Alba Botanica), Olipop*

- Worked as an ACD and CD overseeing ~7 different accounts ranging from small to large size businesses, managing multiple workstreams for each brand.
- Managed 10+ junior to senior creatives across all the brands in my group.
- Launched Palmer's first ever brand awareness campaign that gained [press from ESSENCE and LBB](#), 179M views, 248M impressions, and grew our social account by over 70k after launch.
  - Oversaw all creative and led the entire production process from start to finish.
- Guided the Palmer's organic team in brainstorm to create 30+ assets a month on TikTok and Instagram which resulted in growing their TikTok page from 4k to 167K in less than 2 years.
- Created my first viral TikTok for Palmer's which recieved 454K views, 10K likes, 241 comments & 376 saves.
- Managed the entire Xponential Fitness portfolio of brands which included 4 different fitness studios, totaling 80 pieces of organic content a month and paid ads to support.
- Pitched and won The Wet Brush account that sold clients on our model of gaining insights through organic to fuel larger campaigns.
- Led client presentations with key stakeholders from planning meetings to campaign pitches.
- Created briefs with Client Partnerships and Strategy.
- Collaborated with Project Management on resourcing and timelines.
- Partnered with Media to bring organic viral moments into paid ad content.

### VAYNERMEDIA; NY | Senior Art Director | April 2018 - May 2021

*Clients: Olay and JP Morgan Chase*

- Worked as a Senior Art Director for P&G across multiple workstreams including, creating 15+ social assets per week testing different theories and concepts.
- Mentoured 10+ junior-mid level creatives while acting as a teacher in design and overseeing work to give feedback.
- Led Olay's first TikTok Challenge which started from a single social post, gained 1.6B+ video views, 584K+ Video creations, which lead to 13.4K+ new users to the site.
- Led Olay's partnership with Alyssa Carson to celebrate women and girls in STEM leading to record sales.
- Led Olay's Super Bowl activation in where we were awarded #Hashtag of the Game by Twitter Brand Bowl, grew to the #4 spot in trending hastags, and gained a total of 265K Twitter mentions.
- Lead Art Director on all Olay productions.
- Collaborated with Project Management to resource workstreams and help align proper timelines.
- Lead Art Director for Chase Sapphire across 150+ social assets between 2018-2019 leading to over 100+ million impressions and 378k unique clickthroughs.
- Planned and coordinated video shoots while overseeing all aspects of production and asset release.
  - All social productions include my extended role where I directed, interviewed talent, food/prop styled, retouched/color corrected, and animated all the social content.

### GREY; NY | Art Director | September 2015 - April 2018

*Clients: Pantene, Ally, Volvo, Pringles, and Pandora Jewelry*

- Led the most successful social campaign in Ally Bank history, with a Meta CTR 93% higher than average.
- Lead creative on a New Year's Day Pantene Snapchat Lens the resulted in 44M plays.
- Led client meetings across multiple lines of business.
- Partnered with Google, Facebook, and Snapchat to implement best practices across all campaigns.
- Partnered with Flywheel and Pantene to develop a large scale activation resulting in 98M impressions
- Worked closely with the strategy team to develop best solutions to fulfill client briefs.
- Supervised and led shoot productions of various sizes.

### PUBLICIS NA; NY | Art Director | July 2013 - August 2015

*Clients: P&G's Crest, Scope, Oral-B global, and Red Lobster*

- Lead creative team across all social campaigns.
- Lead digital team on multiple new business pitches which resulted in a win for Red Lobster.
- Worked closely with UX and strategy to redesign websites across multiple P&G brands.