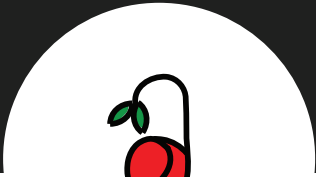




# BETSY APPLING

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## + EXPERIENCE

- Present  
April 2018

**Senior Art Director**  
Ogilvy, New York

Concepting and producing both global and regional campaigns for IHG (Holiday Inn and Holiday Inn Express) and Perrier across TV, OOH, print, social and digital mediums. Created and produced always-on social content and campaigns for across the Philips portfolio and Aetna Health Insurance accounts.
- April 2018  
February 2016

**Art Director**  
Wunderman New York

Developed 360° campaigns for clients like Activia, Oikos, and Light & Fit with strong emphasis in TV, social and digital. Conceptualized and produced social content and campaigns for United Airlines.
- January 2016  
July 2015

**Art Direction Intern / Freelance Junior**  
DDB New York

Assisted in conceptualizing and creating work for accounts like Clean & Clear, State Farm, ExxonMobile, Play-Doh and the USTA in a range of media from social to traditional. Developed campaigns for pro bono and new business accounts like WFF and Facing Addiction.

## + EDUCATION

- 2015  
2011

**Savannah College of Art and Design, Savannah, GA**  
BFA Advertising

Suma Cum Laude, Dean's List 2011-2015.

## + AWARDS

- 2016

**One Show Silver Pencils and Merit**  
WFF *Endangered Love*
- D&AD Wooden Pencil**  
WFF *Endangered Love*
- Cannes Lions Shortlist**  
WFF *Endangered Love*

## + EXTRAS

- Present  
January 2018

**Design and Art Direction Instructor**  
Miami Ad School

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