

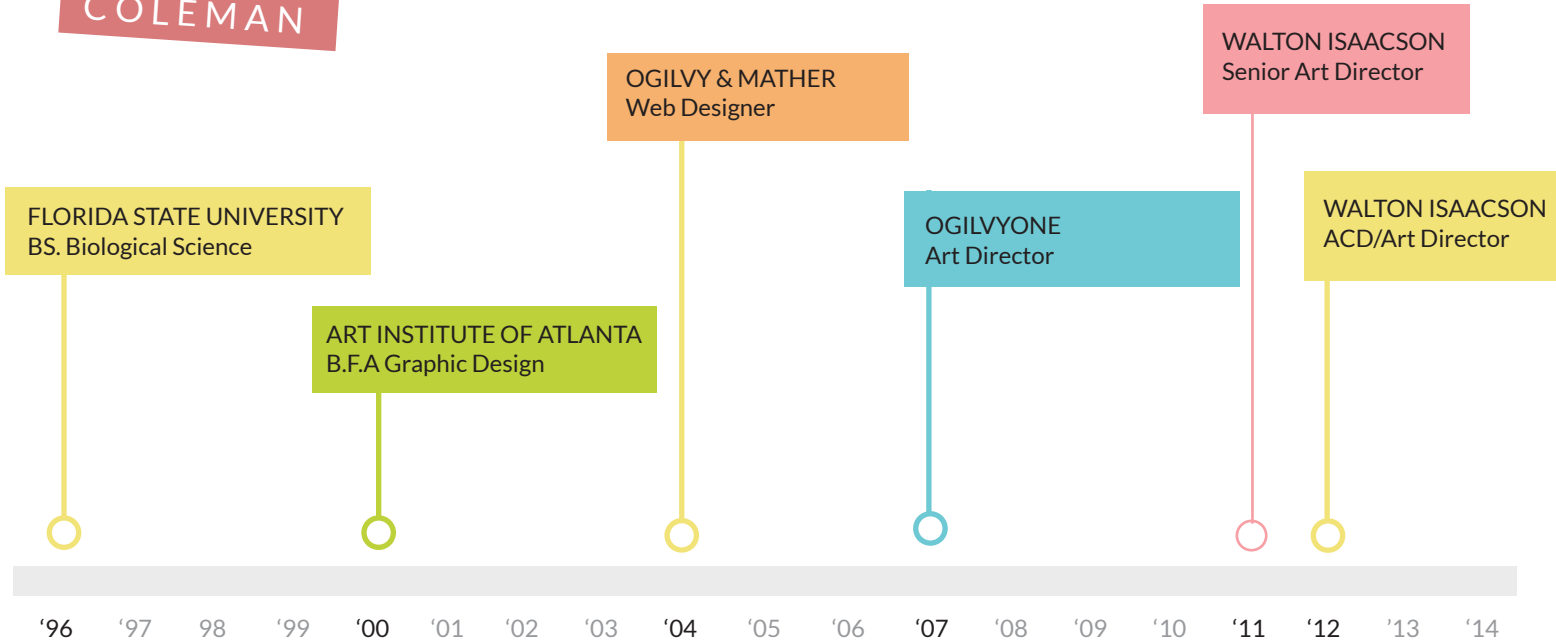


ASSOCIATE DIRECTOR OF AMAZING

Art Director. Writer. Strategic Thinker. Curator of Creativity. Director of Awesome. Travel Addict. Champion of Curls. Pre-Med Biology Nerd. Auntie to the Best Baby of All Time.

WWW.TRACEYMCOLEMAN.COM

TRACEY M.
COLEMAN



ASSOCIATE CREATIVE DIRECTOR (ART)

WALTON ISAACSON | 2012-2014

For the past 2 years I've lead the creative strategy for multiple brands including CLEAR Hair & Scalp (Ultra Shea Collection), Suave, Degree Men & Women, Courvoisier and Macy's. I've managed creative teams on both general market and multicultural campaigns, and have experience in all channels from traditional print and out-of-home, to digital, retail and experiential programs.

Our work on Courvoisier earned a Communicator Award in 2012, and has led to a turnaround for the business, increasing case depletions and sustaining growth over the last year.

SENIOR ART DIRECTOR

WALTON ISAACSON | 2011-2012

As Senior Art Director I was the creative lead for the CLEAR Ultra Shea and Courvoisier Gold product launches. To introduce CLEAR to multicultural women, we partnered with Ebony Magazine on an integrated program that included print, digital, sponsorship of the Ebony HBCU Campus Queens, and a event series during 5 HBCU homecoming weekends.

For Courvoisier I oversaw design and development on everything from cocktail photography and point-of-sale materials to experiential design for the Courvoisiology Lab event series.



LET'S STAY CONNECTED

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ART DIRECTOR OGILVY ONE | 2007-2011

As an interactive Art Director my responsibilities included concept & digital design for various brands including IHG Hotel Group, WEN by Chaz Dean, Metlife, Medco Pharmacy, and Aflac. I played a key role in the creative development of Michelle Obama's "Let's Move" program to combat childhood obesity, which included TV, print, out-of-home and digital executions.

I was also a member of the creative team that launched the Medco Pharmacy "Dr. Obvious" campaign that went on to win a Silver Clio award.

WEB DESIGNER OGILVY ONE | 2004-2007

I began my career in the digital word, designing and coding internal communications for the Ogilvy intranet (Truffles) including microsites, banners, flash log-in screens and HTML emails. Helped the agency break records for Truffles usage with engaging content & design. Created video banners for the Dove pitch which ultimately helped win the business.

MY STATS

10

Years of Experience

52

Passport Stamps

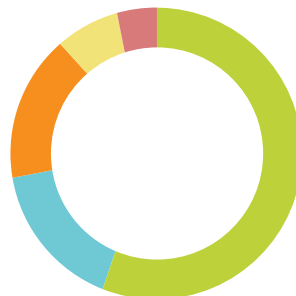
21

Events Planned

73

Articles Published

MY TYPICAL DAY



- Creative Direction
- Creative Strategy
- Art Direction
- Writing
- Laughing at BuzzFeed

MY PASSIONS



Co-Founder; Director of Events



Advertising Diversity Programs:
Mentor, Panelist, Supporter



Founder & Chief Storyteller