ANNE BUTCHER

CREATIVE DIRECTOR

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EXPERIENCE

Creative Director
The Collective
(TBWA\Chiat\Day + Integer)
Los Angeles, CA
2018 - Present

Leads a team responsible for experiential activations and future-forward retail marketing for AT&T. Oversees a vision that unites mixed-use digital platforms and Warner Media entertainment.

Associate Creative Director
SapientRazorfish
Los Angeles, CA
2015 - 2018

Digital creative lead for Acura's award-winning site redesign, plus the evolution of Honda.com. Also helped develop the voice for AI-powered Marcel platform.

Associate Creative Director
BLITZ Agency
Los Angeles, CA
2010 - 2014

Digital creative lead from concept to execution for clients including Dole, Naked Juice and Adobe. Crafted copy, guided talent and continuously raised the standards of digital creative upward.

Copywriter
Ogilvy & Mather
New York, NY
2006 - 2010

Writer and core creative supporting global campaigns for IBM and Fanta. Produced digital, print, radio, outdoor, games, direct mail and more.

Copywriter
AKQA
New York, NY
2005 - 2006

Writer and core creative on Coca-Cola's award-winning site after collaborating for the win as global Digital AOR. Also developed Xbox microsite and a good deal of pitch work.

Jr. Creative
Goodby, Silverstein
San Francisco, CA
2002 - 2004

Creative Coordinator, Print Traffic Assistant and Creative Intern. Inspiring run for which I am forever grateful.

EDUCATION

Academy of Art University
Master of Fine Arts
San Francisco, CA
2002 - 2004

University of Washington
Bachelor of Arts
Seattle, WA
2003 - 2005

STRENGTHS

Multi-Award Winner
Digital Storyteller
Content Creator
Accomplished Copywriter

Strategic Thinker
Skilled Multitasker
Collaborator
Mentor

LIFE

Anne is drawn to sand and snow, emerging music and extra-hot lattes. She gets thrills from healthy houseplants and her two daughters' ability to top every cuteness chart. She has an unwavering love for breakfast any time of day.