

JOANNA K. DENNIS  
CREATIVE DIRECTOR WRITER

[joannakdennis.com](http://joannakdennis.com)

[joannakdennis@gmail.com](mailto:joannakdennis@gmail.com)

917.301.6654

**EXPERIENCE:**

**Crestron, NJ-Director, Copy**

Significantly raised quality of in-house content creation.

Made communications for every touchpoint-email, video, social, and web-more human centric, engaging, and successful.

**Merkley + Partners NYC – Group Creative Director**

Led and managed ZONNIC Nicotine Gum from pitch through 6-year relationship, transforming an unremarkable piece of gum into a brand found in more than 31,000 retailers around the country.

**I2i Communications/Merkley, Newman, Hartly NYC – Executive Creative Director**

Co-founded one to one full service marketing agency taking it from 8 to 60 employees: 1.4 million in billings to 12 million.

**FCB NYC – Group Creative Director**

Led both AT&T Consumer and US Postal Service direct marketing business.

**McCann NYC – Group Creative Director**

Led AT&T Business to Business and Carnation Infant formula Direct marketing business.

**CATEGORIES:**

**Healthcare:** Abbott , Allergan, Merck, Novartis, Pfizer, ZONNIC Nicotine Gum

**Financial:** AXA Equitable, Smith Barney, Women & Co.

**CPG:** all® Laundry Detergent, Nestle Sweet Success, Carnation Infant Formula, Duncan Hines, Merck OTC

**Technology:** Crestron, AT&T

**Ad Council:** Lead Free Kids

**AWARDS:**

Golden Pencil/Integrated Lipitor Campaign Effie/AT&T Small Business

FCB Creative Excellence AT&T Consumer Business

**EDUCATION:**

B.A., American Studies, Smith College

Selected for Junior Year Program, Williams College

Graduate Harvard Business School/Omnicom University

Senior Management Program

Board member, JP Peterson Scholarship Foundation