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### SWAYED CREATIVE, LLC · EST. 2005

AMY M. PHILLIPS · PRINCIPAL & BRAND THERAPIST



- New Branding & Re-branding Campaigns
- Advertising Campaigns
- Print & Digital Direct Response Campaigns
- CMS – Ecommerce and Membership Websites
- Video Production
- Identity & Collateral
- Social Media Campaigns

### PAST EXPERIENCE

AMY M. PHILLIPS – 20+ yrs Integrated Branding, Marketing, Direction & Strategy experience in myriad of businesses ranging from startups to Fortune 500.

#### MCGUFFIN CREATIVE GROUP, CHICAGO · CREATIVE DIRECTOR

- Managed Integrated Print & Digital Campaigns for BMO Harris Bank across 23 Retail Banking & Investment Lines of business.

#### MADDOCK DOUGLAS, CHICAGO AREA · CREATIVE DIRECTOR

- Print & Digital Campaigns
- Websites
- Packaging
- New Branding, Re-branding & Advertising Campaigns

### NATIONAL/INTERNATIONAL BRAND EXPERIENCE

#### B2B + FINANCIAL BRANDS

- Bain & Company
- Gusto
- LinkedIn
- BMO Harris Bank (23 Lines of Business – Retail & Investment)
- Silicon Valley Bank
- Chase Bank
- Diners Club
- Visa
- MasterCard
- Canadian Tire
- FNBO

#### B2C

- Sony
- Shure Incorporated
- 24 Hour Fitness
- MAMBaby
- Madison Reed
- Cold Steel
- Reliant Energy
- Serta Mattress
- Stridex Skin Care
- Alberto Culver
- National Association of Realtors
- Home Warranty of America