



denalinfree@gmail.com / 301-712-7182 / denalifreecreative.com

Achievements

Happy Clients

"We are all so grateful for you and your partnership!"
–Director of Integrated Marketing, Silk

"Stellar in providing not only an incredible number of assets, but spot-on strategy and creative intent to bring this idea through the line."
–VP of Plant-based, Danone NA

"The passion you and your team poured into [the brand] everyday was a key differentiator for how we did this... We together built the first digitally-native brand for General Mills and pioneered many processes."
–General Mills, Director of Multicultural Marketing

Awards + PR

Top 5 Creative Campaigns You Need to Know About Right Now
AdAge
Silk 'Who's Next' Campaign / 2023

Gold ADDY
American Advertising Federation
The National Aquarium 'The Water is Calling' Campaign / 2018

Best Media & PR Campaign
Maryland Tourism & Travel Summit
The National Aquarium 'The Water is Calling' Campaign / 2018

Education

B.F.A. Advertising
Savannah College of Art & Design
Magna Cum Laude / May 2015
Savannah, GA; Lacoste, FR;
Hong Kong, Hong Kong

Experience

Senior Art Director

STONE Strategy & Design, Full-Time
Golden, CO / April 2021 to Present

Develop and transform concepts from marketing goals into successful commercial campaigns. Manage and supervise multiple projects and clients simultaneously. Art Direct large and small scale projects, from lo-fi photoshoots to high visibility global launch campaigns for clients such as Logitech and General Mills Innovation and Danone brands. Lead creative, foster and maintain client relationships. Lead and mentor other creatives in ideation, strategy and execution of creative to ensure marketing goals are met. Play a pivotal role in building a content creation capability for STONE through the development of capabilities, leading recruiting efforts, on-boarding new team members, client pitches and fostering client relationships.

Art Director

Danone North America, Contract
Broomfield, CO / August 2019 to April 2021

Art Direct digital content for the Danone portfolio of brands including: Silk, So Delicious Dairy Free, International Delight and STōK Cold Brew. Ideated and created original content for social to support brand goals, educate consumers, and build each brands online community. Mentored a nimble internal creative team to create engaging storytelling moments through photography, videography, motion graphics and design for seasonal and campaign use. Took on leadership responsibilities and additional creative tasks to build an internal studio.

Senior Digital Designer

Danone North America, Contract
Broomfield, CO / September 2018 to August 2019

Graphic Designer

HZDG, Full-Time
Rockville, MD / April 2016 to June 2018

Digital Designer

Condé Nast, Teen Vogue, Contract
New York, NY / June 2014 to August 2014