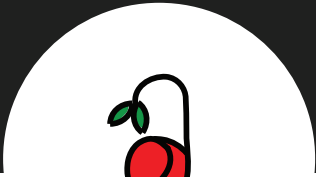




# BETSY APPLING

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## + EXPERIENCE

- Present  
February 2016

**Art Director**  
Wunderman New York

Developing 360° campaigns for clients like Activia, Oikos, and Light & Fit with strong emphasis in TV, social and digital. Conceptualized and produced social content and campaigns for United Airlines.
- January 2016  
July 2015

**Art Direction Intern/Freelance Junior Designer**  
DDB New York

Assisted in conceptualizing and creating work for accounts like Clean & Clear, State Farm, ExxonMobile, Play-Doh and the USTA in a range of media from social to traditional. Developed campaigns for pro bono and new business accounts like WFF and Facing Addiction.
- Summer 2014

**Creative Intern**  
Burt&Burt

Assisting in graphic design, art direction, copywriting, and concepting as well as developing the digital and social media components of various campaigns.

## + EDUCATION

- 2015  
2011

**Savannah College of Art and Design, Savannah, GA**  
BFA Advertising

Suma Cum Laude, Dean's List 2011-2015.

## + AWARDS

- 2016

**One Show Silver Pencil and Merit**  
*WFF Endangered Love*
- D&AD Wooden Pencil**  
*WFF Endangered Love*
- Cannes Lions Shortlist**  
*WFF Endangered Love*

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