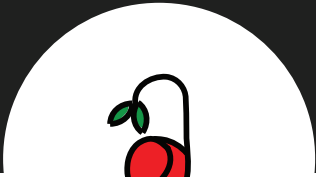




BETSY APPLING

478.955.6323
betsy@betsyappling.com
www.betsyappling.com



+ 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*

+ EXTRAS

- Present
January 2018

Design and Art Direction Instructor
Miami Ad School

twitter.com/betsayapple

[linkedin.com/betsy.appling](https://www.linkedin.com/company/betsy-appling)

