# Debbie Barron

SENIOR ART DIRECTOR

New York City

dbarron@nyc.rr.com
212-860-8360 home
917-348-1211 mobile

Creative.
Strategic.
Detail Oriented.
Team Player.
Funny.
Competitive.
Passionate.
Die hard Yankee fan.
Looking for my next great gig.

## Senior Art Director

Freelance Senior Art Director

### Evoke Health

New York
Nov 2019 - Apr 2020

Hands-on Senior AD responsible for designing and producing assets for print ads, emails, web pages, banners and collateral for both DTC and HCP.

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Senior Art Director

### Rauxa

225 Liberty St, New York City
May 2016 - Jun 2019

Concept & design on all Verizon CRM & B2B. Direct mail, email, digital and collateral. Responsible for all Allergan email marketing, including: Botox, CoolSculpting, Juvederm and other skin care products as well as their CRM Loyalty program. Also Gap (all brands) direct mail & email marketing campaigns.

Senior Art Director

## Digitas

New York, NY
Feb 2013 - Feb 2016

Concept & design for all email, direct mail and print campaigns for Comcast residential and B2B. Also worked with the Digitas Health team on LYRICA.

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Senior Art Director

## Freelance

New York, NY
Nov 2011 - Apr 2012

Freelanced at several agencies on Direct Mail, email marketing, print ads, banners and landing pages.

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Senior Art Director

## KBS&P

New York
Jan 2009 - Oct 2011

Accounts: Capital One direct mail, and new business pitches, including winning the BMW Financial Services account.

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Senior Art Director

## Communications Plus/Bodden Partners

New York
Sep 2004 - Dec 2009

Accounts: National Education Association, developing all direct mail, print and convention materials - which included booth design, backdrops, marketing materials and POP displays. Worked on all marketing from financial services to insurance and also re-branding their Member Benefits division.

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Senior Art Director

## Grey Direct

New York
Sep 2003 - Aug 2004

Responsible for winning and managing the Chase Home Finance account and new brand launch for Century 21 Real Estate.

Senior Art Director

## Chinnici Direct

New York
Jun 2001 - Aug 2003

Accounts: Chase, Capital One and Metlife. Responsible for developing concepts for direct mail and credit card design as well as collateral and other marketing materials.

Associate Creative Director

## J. Walter Thompson Direct

New York
May 1999 - May 2001

Managed the Merial account (agricultural) and led the re-branding and launch of the Merrill Lynch account. Also managed White Castle, in-store displays, promotions and direct mail.

## Education

## William Paterson University

Wayne, NJ

## Ridgewood School of Art & Design

Ridgewood, NJ

## School of Visual Arts

New York, NY

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