Enza Mullen

CREATIVE DIRECTOR

New York

Specialty: Brand stewardship- making sure every aspect of a brand's communication is insightful, powerful and beautifully executed.

Experience

Partner/ Design Director

New York, NY
2009 - Present

ConversationNation

REIGNITED A PASSION FOR DESIGN & INNOVATION

Developed a creative marketing and brand innovation/design company
that offered brands the best ways to connect and bond with today's extremely savvy and discerning women consumers.
• Invented, designed and developed marketing for an entirely new
gift/personal items brand that needed to appeal to a new, younger
female target. Initial launch will consist of 12 items with plans to expand exponentially.
• Created and designed new wines to specifically appeal to the female
consumer by coming up with unique benefits and opportunities within the category
• Positioned & marketed brands that never or rarely spoke to women-
specifically moms. Uncovering and rearticulating product benefits
that would truly resonate with that target.
Clients: Gatorade, Guideposts, Platinum Guild, WJ Deutsch Wines, WD-40,
Ellie Claire Journals
2009-present

Creative Director

New York, NY
2007 - 2009

Nitro

HONED DIGITAL SKILLS TO A FINE POINT

Further built upon my expertise in marketing food to women.
• Pitched and won the Kraft Singles business-the linchpin brand in
the Kraft portfolio. Created a successful, breakthrough campaign
that made people feel “happy”- a reflection of how the product makes
the consumer feel. Created over 20 spots, a website, an online contest,
OOH and print. Supervised animators, directors and internal teams.
• Pitched and won the Philadelphia Cream Cheese account. Created
a webisode series touting new usage occasions for the brand along
with TV and print.
• 360 º brand stewardship for Dove Chocolate including packaging,
website and national TV and print campaign. Gave relevance and made
ubiquitous Dove’s silky mnemonic. Used the visual world of beauty
advertising to further elevate Dove from its competitors and make it
benefits more relevant and powerful.
Clients: Kraft Singles, Philadelphia Cream Cheese, Mars/ Dove Chocolate, Conagra Foods 2007 - 2009

Creative Director

Oneseven

New York, NY
2005 - 2007

ELEVATED MULTI-TASKING TO AN ART

Partnered with IPG to create a new kind of agency that worked
seamlessly with sister agencies within the IPG network.
• Created award winning work for Hebrew National that was so successful in the marketplace it ran for 5 years- and is still running.
• Made being kosher relevant and valuable to the mom consumer
by giving her an indelible visual and phrase that communicated the benefit while devastating the competition.
• Led various projects and pitches with agencies within the network
Clients: Hebrew National, Women's Business Initiative, Subway
2005-2007

SVP Group Creative Director

Saatchi & Saatchi

New York, NY
1994 - 2005

MADE PACKAGED GOOD ADVERTISING MODERN, EMOTIONAL AND BEAUTIFUL.

Ran the biggest and most profitable CPG brands at the agency.
• Developed an award-winning campaign for Tide that made it worth twice the price of its competitor by making a emotional not just a
rational connection with the female consumer,
• Created the first outdoor campaign P&G. Leveraging the iconic logo for the first time and combining it with pithy, relevant stain
messaging, this campaign built the business 17%, the same increase in sales as when P&G launched Tide with Bleach.
• Successfully launched Cascade Complete with a stylized TV spot that was the ultimate demonstration of Cascade's efficacy.
• In the world of asexual, product focused yogurt advertising, I created a campaign for Yoplait that was stylish, beautiful and filled with benefits that really spoke to women. Because of my work, Yoplait became the #1 yogurt surpassing Dannon for the first time ever.
• Created an iconic spot for an iconic brand. The goal was to raise Cheerios role in the consumer's eyes. We created a truly cinematic spot that used a real consumer letter as inspiration. The work ran in movie theaters and was so poignant it brought tears to our clients' eyes.
It was nominated for a Cannes Gold Lion.
Clients: Tide, Cheerios, Yoplait, Cascade, Head & Shoulders, Physique 1994-2005

Associate Creative Director

Wells, Rich, Greene, BDDP

New York, NY
1983 - 2004

MAKING AN OLD BRAND NEW AND EXCITING

• Launched the most successful Olay initiative: its SPF 15 with a campaign that turned around declining sales. Used high end fashion photographers to give real “beauty creds” to a mass drugstore product, This campaign not only turned around declining sales but made Olay a modern, cool relevant brand.
• Created a brand world for Olay facial and body cleansers.
• Created the highly successful, memorable Cadbury bunny campaign which is still being pooled out to this day - over 15 years later.
Clients: Olay, New York State Tourism, Cadbury Chocolates
1983 - 1994

New section

Awards

Clio, One Show, CA, Addy, Gold Effies, Art Directors, AICP

Proficiencies

Adobe Creative Suite: Illustrator, InDesign, Photoshop, Quark, Office.

Education

BFA

Manhattanville College

Purchase, NY