

Jayne R. Whitmer *creative communicator*

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about

A branding guru, creative visionary, storyteller, people person. Running my own firm for over 11 years, I have led strategic and creative teams, and clients into disruptive and successful integrated communications. From soap to software to real estate to non-profits. Passion, energy, and talent drive me to make the world a better place. One idea at a time.

experience

Pool inc. New York : President, Founder, Executive Creative Director (2002 to present)

Running Pool as the key principal, and as the strategic and creative leader on all accounts.

Creative work includes social media, experiential, web design and content, and good old fashioned print and broadcast. Easily guide and manage high level client relationships and new business development.

Developed strategic brand positionings and creative concepts that led to 360° integrated communication campaigns for Burt's Bees, Avon Products, Alba Botanica, Avalon Organics, Udi's Gluten Free Foods, iSaloni Italian Design, Liz Claiborne, Macy's, The Mark Hotel, Sedu Haircare, folica.com, Bliss Spas, Sally Hershberger Hair, Beauticontrol, Halstead Properties. Developed brand awareness campaigns for educational organization Breakthrough NY, AmFar, and Beit Ruth, an organization to aid young girls in Israel.

Ogilvy, New York: Partner, Creative Director (1995 to 2001)

Ran Ponds, Dove, Cotton, IBM, IBM/Alliances, Siebel Systems, Springs Industries, MotherNature.com, Sears. Was appointed to lead several pro bono accounts like The Breast Cancer Research Foundation, God's Love We Deliver, and The National Campaign to Prevent Teen Pregnancy which resulted in higher awareness and a drop in teen pregnancy in the United States.

Jerry & Ketchum : Vice President, Creative Supervisor (1994 to 1995)

Coty Cosmetics and Fragrances, French Government Tourist Office

Publicis/Bloom, New York : Vice President, Senior Art Director (1988 to 1993)

Jergens, Scott Paper Goods, Pentax, B&B Liqueur, Suntory Beer, NYC Department of Cultural Affairs, Sandoz

Freelance & Consulting Art Director (1988)

Lintas, New York: Art Director (1984 to 1988)

Cover Girl, Noxzema Skin Cream, Citibank, Lever Brothers

education

Graduated Syracuse University with a BFA, Advertising and Editorial Design

Attended Syracuse University, London

life

Married with one delicious daughter, one fabulous husband, one adorable cockapoo.

Won awards. All sorts of references. Lots of fun.