

Holly Schnackenberg

Creative & strategic leader

Contact

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Awards

2014 Shorty Awards

Best Tumblr Campaign
Starbucks - The Real PSL

2014 Shorty Awards

Best use of an
Animated GIF (silver)
Starbucks - The Real PSL

2014 Forrester

Groundswell Award

Starbucks - The Real PSL

Education

University of Oregon
School of Journalism and
Communication

2007 - 2011

B.A in Advertising &
Magazine Journalism
Minor in Geography

Current

Creative Director at Amazon

September 2021- Present

Creative lead for @amazon flagship handle, creative lead for @prime social.

Past Experience

Associate Creative Director at Swift Agency

July 2020 - September 2021

Organic social creative lead on Google Nest and Google Security. Won new business and expanded client roster to include Google Security and Waze.

Freelance Creative + Art Director

May 2018 - March 2021

Creative lead for for Fitbit, adidas Football, Google Nest, Carter's Kid, Nike, Dropbox, Umpqua Bank and OOFOS shoes.

Senior Art Director at Laundry Service

June 2017 - May 2018

Organic social creative on Sephora, Nike, Intel, and LG Mobile.

Art Director / Senior Art Director at Swift Agency

November 2014 - June 2017

Social and digital creative on Starbucks, Google, Olio E Osso, and T-Mobile. Won new business and expanded client roster to include Google Devices & Services and T-Mobile.

Junior Art Director at 72andSunny

April 2013 - March 2014

Integrated campaigns for Target masterbrand.

Junior Art Director at Team One, USA

January 2012 - April 2013

Integrated campaigns for The Ritz-Carlton, JW Marriott, and Lexus.