

# *Holly Schnackenberg*

## *Senior Creative & Strategic Leader*

### ***Contact***

hollyschnack.com  
haschnack@gmail.com  
503-367-8489

### ***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 director for @Prime social, leading social creative campaigns for sales events and evergreen creative. Former social creative lead on @Amazon organic channels.

### ***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.