MEGAN SCHULIST

Creative Director - Art

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As a kid growing up in the concrete jungle that is Middleton, Wisconsin, I spent my days snapping photos, painting, and making "cool stuff" out of whatever I could find. If we jump ahead a couple of decades to 1995, you can find me graduating from the Milwaukee Institute of Art & Design with a BFA in Communication Arts.

After graduating, I spent eight years finding my way through Milwaukee's ad world and ultimately deciding I wanted more out of the industry than Wisconsin could provide. After moving to NYC in 2007, I spent two years at Deutsch and three years freelancing at various agencies like BBDO, MRM/McCann, and Draft FCB. I eventually landed at 360i, where I dedicated over two years working on Oscar Mayer Bacon, Kraft Cheese, Canon, and Coca-cola. I went on to work at Havas Worldwide, where I created work for Dos Equis, Keurig, and Edible Arrangements. I then moved to POSSIBLE New York, where I spent the entirety of my two years there pitching new business, including a successful nine-month-long VW pitch. Currently, you will find me at Particle3 experimenting with new technology and creative solutions for companies like eko, Walmart, and Camp.

I have been extremely lucky! The opportunities I have had to work on both large and small brands at some of the world's best agencies have enabled me to have more great mentors than I could fit in one paragraph. Having been given the honor to lead numerous teams of inspiring young creatives has kept me hungry for more. And along the way, I had a lot of fun too.

PARTICLE3 – Creative Director 2019 - Present

Clients: Eko Video, Walmart, Camp, Nespresso

- Created experimental editorial content to test Eko's video platform.
- Transformed the digital shopping experience for walmart.com.
- Created innovative content for Camp and engaged customers online that increased brand awareness and sales.
- Introduced international customers to the many benefits of Nespresso brand initiatives and products.

POSSIBLE – Creative Director 2017 - 2019

Clients: Giant Eagle, Wild Turkey
New Business: VW, Wrangler, Hellmann's, Country Crock, Shell Oil, Godiva, Giant Eagle

- Simplified communications for Giant Eagle's rewards program increased participation and transformed public brand perception.
- The VW pitch lasted 9 months, consisted of 5 rounds of work. The efforts of the creative team and myself paid off when WPP was awarded this massive and coveted account.

DEEP FOCUS – Associate Creative Director 2017

Clients: Lays, Beneful

- Utilizing documentary storytelling for Beneful revealed authenticity, helping to heal the brand's tarnished reputation.

HAVAS WORLDWIDE – Associate Creative Director 2015 - 2016

Clients: Dos Equis, Keurig, Edible Arrangements

- Saying goodbye to the Most Interesting Man was more than a TV spot. It was a PR worthy story that out-performed celebrity news and intrigued audiences. It put all eyes on the Dos Equis brand for the first time in a decade.

  Cannes Lions / Silver - Radio / Dos Equis Adios Amigos
  The One Show / Gold - Radio / Dos Equis Adios Amigos
  The One Show / Gold - Public Relations / Dos Equis Adios Amigos
  Webby Awards / Best Launch / Dos Equis Adios Amigos
  Webby Awards / People's Voice Winner / Dos Equis Adios Amigos
  Clio Awards / Silver - Radio / Dos Equis Adios Amigos
  Clio Awards / Bronze - Copy-writing / Dos Equis Adios Amigos

- Edible Arrangements was a dusty and stale brand known for cheesy TV spots of spinning arrangements on a white background. Creating a quirky world for the brand helped consumers see the product in a new light.

360i – Associate Creative Director 2012 - 2014

Clients: Oscar Mayer, Kraft Cheese, Cannon, Coca~Cola

- Oscar Mayer Bacon was already selling all the bacon they could make, but it is not always about sales. Sometimes it is about brand love. Harnessing Oscar Mayer fans and launching the brand on Twitter with "The Great American Bacon Barter" created a new generation of brand loyalty.

  Cannes Lions / Shortlist / Oscar Mayer Great American Bacon Barter
  The One Show / Merit / Oscar Mayer Great American Bacon Barter
  Clio Awards / Shortlist / Oscar Mayer Great American Bacon Barter
  New York Festivals / Silver / Oscar Mayer Great American Bacon Barter
  SABRE / Gold / Oscar Mayer Great American Bacon Barter
  FAB / Gold / Oscar Mayer Great American Bacon Barter
  Bees Awards / Best Campaign / Oscar Mayer Great American Bacon Barter
  Shorty Awards / Finalist / Oscar Mayer Great American Bacon Barter
  Creative Media Awards / Gold / Oscar Mayer Great American Bacon Barter

ADDITIONAL WORK EXPERIENCE DETAILS AVAILABLE UPON REQUEST