

**ALLYSON HICKEY**  
ART DIRECTION & DESIGN

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(612) 990-6555

## experience

**Art Director | Periscope**  
Minneapolis, MN, Nov. 2018 - Present

Develop and execute a wide variety of creative for brands such as Cox Communications, Target, and more

**Art Director | Badger & Winters**  
New York, NY, Jan. 2018 - Nov. 2018

Develop and execute campaigns for brands such as OLAY, Dick's Sporting Goods brand CALIA by Carrie Underwood, HP, and more  
Work on new business pitches for agency

**Art Director | McCann, Beauty@Gotham**  
New York, NY, July 2016 - Jan. 2018

Develop global 360 campaigns for Maybelline and Essie across all brand channels: print, television, and digital

**Jr. Art Director | Maison MRKT**  
New York, NY, June 2015 - July 2016

Create a wide variety of digital design work for clients such as Opening Ceremony, Cynthia Rowley, Jeffrey New York, Tanya Taylor, and more.

Responsible for reporting to clients on items such as, but not limited to, Search Engine Optimization, Conversion Rate Optimization, and Paid Customer Acquisition using tools such as Google Analytics, Google Ad Words, Mail Chimp, Constant Contact, and more.

## education

**Fashion Institute of Technology**  
New York, NY, May 2015

Advertising Design B.F.A.  
Minor in Creative Technology

## activities

**President / AD@FIT**  
New York, NY, 2014-2015

Dedicated to connecting FIT students with the advertising industry and also serves as student chapters of both the One Club and the Art Directors Club

## honors

**FIT Senior Show**  
New York, NY, May 2015

The Bluebird Ascent was featured in the Museum@FIT as part of the Graphic and Advertising Design Student Exhibition

**Caples Awards**  
New York, NY, Nov. 2014

Denny's, The Food Years placed second in the Caples Awards Student Campaign of the Year competition