

DENISE ARNOLD

ASSOCIATE CREATIVE DIRECTOR / COPYWRITER

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CLIENT EXPERIENCE

- **healthcare:** bridge senior living / bluecross blueshield of tennessee / bluecross blueshield of alabama encompass healthcare / synergy homecare / radio recliner / children's healthcare of atlanta / brookdale senior living / piedmont hospital
- **education:** emory university (center for contemplative science and compassion-based ethics)
- **fintech:** dash solutions
- **finance:** synchrony financial / paypal / suntrust banks
- **government:** united states marine corps / fema national flood insurance program
- **sports:** nike women / world championship wrestling / tampa bay lightning / sports sponsorships
- **travel tourism:** delta airlines / u.s. virgin islands / alabama tourism / u.s. civil rights trail / panama city beach / visit baton rouge / sheraton hotels / intercontinental hotels group / even hotels
- **automotive / insurance:** rivian electric vehicles / jiffy lube / progressive insurance
- **c-store supermarket:** racetrac / publix / kash n' karry / krystal burger / food lion
- **pharmaceutical:** glaxosmithkline / galderma / viivhealthcare / astrazeneca
- **package goods:** honeybaked ham / national peanut board / mccormick spices / mrs. smith's / nature's own
- **beverage:** stōk cold brewed coffee / el jimador tequila / herradura tequila
- **entertainment:** florida lottery / florida aquarium / zoo atlanta
- **energy:** shell / bp / scania energy / georgia natural gas
- **home related:** home depot / orkin / beazer homes / kodak / natuzzi furniture / calphalon
- **art museums:** high museum of art / florida international museum / salvador dali museum

AWARDS

cannes lions: 1 gold, 1 bronze, 5 shortlists / **clio awards:** 2 silver, 1 bronze / **one show:** 1 silver, 1 bronze, 3 merits / **webby awards:** nominee & 2 honorees / **new york festivals:** gold, silver, bronze / **communication arts:** advertising annual / interactive annual / digital advertising / **radio mercury awards:** best use of audio / **national addy's:** judges' choice, 1 gold / **shoot:** top spot / **effy awards:** 1 silver / **amy awards:** 1 gold / **fwa:** site of the year award

WORK

- **denise arnold creative,** creative direction and copy, (2016- present)
- **luckie & co,** 2018 – 2024, associate creative director / copy
- **synchrony financial,** 2017, associate creative director / copy
- **anthem worldwide,** 2016-2017, associate creative director / copy
- **digitas,** 2014 – 2016, associate creative director / copy
- **moxie,** 2012 – 2014, associate creative director / copy
- **jwt,** 2001 – 2012, senior writer/associate creative director / copy

EDUCATION

- **university of south florida:** ba, advertising / mass communications
- **the creative circus:** instructor
- **portfolio center:** instructor

REFERENCES AVAILABLE UPON REQUEST