

# NO I AM NAOMI

Naomi Duckworth

Creative Director

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Art Directors Club Shortlist

CLIO Sports

National and District Addys

WMA/IAC Awards

OMMA Awards

Interactive Media Awards

Graphis

Ad Age

Adweek

Creativity

Shoot Magazine

Lürzer's Archive

University of North Texas

BFA Communication Design

Collaborative leader. Nurturing mentor. Nice person.

## FREELANCE

**Creative Director / Art Director** 2023–present

- Getting it done for agencies and brands on an as-needed basis.

## MUH-TAY-ZIK HOF-FER/VCCP

**Creative Director** 2022–2023

- Led a pressworthy TV campaign for Native deodorant.
- Oversaw a branding campaign for Nutribullet including digital, social, and online video.
- Pitched, won, and ran a full rebrand of Equinix Data Centers.

**Associate Creative Director** 2021–2022

- Grew Niantic into a profit center with social and experiential work for Pokémon GO.
- Worked with a crack new business team to win three pitches in my first year.
- Created some fun retail campaigns for Staples and Albertsons.

## EVOLUTION BUREAU

**Creative Director** 2020–2021

- Led the rebrand of multiple cookware brands for Meyer Corporation.
- Oversaw social campaigns for Mezzetta pasta sauce.

## FREELANCE

**Creative Director / Art Director** 2020

- Won new business, oversaw large-scale productions, and generally helped out at places like R/GA, and Ampersand.

## GREATEST COMMON FACTORY

**Creative Director** 2019–2020

- Created a social campaign that sold out a limited edition of boots for Tecovas on the first day.
- Created an award-winning brand look for iFLY indoor skydiving.

## HEAT/DELOITTE DIGITAL

**Senior Art Director** 2015–2019

- Created digital, social, and video campaigns for Wild Turkey, Dolby, USGA, and Amazon.

**Art Director** 2012–2015

- Won the pitch for La Crema Wine that brought in the rest of Kendall Jackson family.
- Created work for Bank of the West and EA.

## FREELANCE

**Art Director** 2008–2012

- Jumped in and made myself useful at agencies including RPA and GreenLightMM.

## THE RICHARDS GROUP

**Art Director** 2003–2008

- Pitched and won the Thomasville furniture account with an award-winning campaign.
- Did work for The Home Depot, Fruit of the Loom, and other clients.