

BETH HAMBLY

Creative Director | Art Director

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SUMMARY

Conceptual thinker, creative ringleader, and kerning aficionado with over 20 years of experience delivering highly innovative, brand-building ideas. Proven track record of creating multi-dimensional, integrated concepts that create engaging and meaningful content. Passionate about the little details and the big story.

EXPERIENCE

VMLY&R
Detroit, MI
Group CD
2019-2022

Bronco Wild Fund | Kentucky Derby | NFL | Team Bronco | Proud to Honor

Led branded content, alliances, and sports marketing creative for Ford. Developed content and experiences that built connections with customers. Managed and inspired creative teams to implement ideas for digital, social, broadcast, on-site activation, and transmedia storytelling. Developed and maintained strong client relationships, ensuring extraordinary strategic and creative thinking. Launched successful, bespoke programs that delivered engagement across multiple platforms. Collaborated with media and agency partners to generate conceptual stories and strategy-driven concepts.

GTB
(formerly Y&R)
Dearborn, MI
VP, CD
2008-2019

F-150 | Super Duty | Ford Commercial Vehicles | Police Interceptor

Oversaw and created brand communications for the entire lineup of Ford Trucks in North America. Led campaign development and established brand look and feel. Spearheaded work that spanned the full spectrum of advertising; broadcast, digital, website development, social, branded content, and print. Worked closely with cross-functional teams to execute highly innovative, award-winning ideas.

ACD
2003-2008

Ford | Lincoln | Microsoft SYNC | DSO | Muskegon Luge |
Mackinac Historic State Parks | United Way | Community Foundation

Responsible for creating and developing integrated marketing across diverse platforms. Displayed detail-orientated art direction in video and photo shoots, design, typography, and content production.

BBDO
Southfield, MI

Jeep | Coleman | Michigan Humane Society | Detroit Red Wings |
Little Caesars Pizza | Hush Puppies | Consumers Energy

EDUCATION

College for Creative Studies, Detroit, MI
Bachelor of Fine Arts in Art Direction

SKILLS

Directing and managing creative teams, inspiring conceptual ideas | Cross-functional team collaboration | Strong interpersonal & client relationships | Craft mastery: design, photography, video production and typography

InDesign | Photoshop | Illustrator | PowerPoint & Keynote | Cookie baking

AWARDS

Cannes Finalists | International Automotive Advertising Awards | New York Festivals | British Design & Art Direction | Design and Art Direction | D Show
Work has been featured in Archive, AdAge, AdWeek & Creativity