

# EMILY FIFE

FROM SCREEN TO SMALLER SCREEN, TO EXPERIENCES IRL.

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Ex-baller; shot caller. Tenacious, technical, ticklish.

I've been working at the intersection of storytelling and technology for 18 years. Raised on clean air and cleats in the PNW, I began my career in entertainment out west, then moved east to settle in the Ad world amongst technical tinkerers. Stretching the bounds of what could be called an Ad, both on screens and off, I combine big picture thinking with a knowledge of working parts. Consistently bending platforms to create brand experiences that connect audiences through emerging technology and our ever-changing behaviors.

## PROFESSIONAL EXPERIENCE

### Freelance Creative Director - Experiential / Digital

2020 - Present | Tool of NA, Jam3, Grow, Momentum Worldwide, Edelman

Clients: Netflix, Hulu, HBO Max, Amazon PV, Adidas, Samsung, AMEX

### Group Creative Director - We're Magnetic

2017 - 2019 | New York City

- Led a team of 25 creatives through ideation, pitch, and production of experiential and digital work
- Managed the creative and personal development of staff through reviews and routine assessments
- Collaborated with Account Leads, Strategists, Producers, Designers, Developers, Architects, Engineers
- Provided strategic and creative vision for the company, as well as conduct the hiring of creative staff

### Associate Creative Director - Analog Folk

2016 - 2017 | New York City

- Concepted, Pitched and Led a team to execute digital for CLIF Bar
- Oversaw Web, Social, Apps, Bots, Installations and Campaign Creative

### Senior Creative Lead / Writer - B-Reel

2011 - 2016 | New York City

- Concepted, pitched and led production of web apps, films, creative strategy, product builds
- Executed digital projects for NatGeo, Google, CNN, Amex, MTV, Nixon, Foursquare, Warner Bros. Studios
- Managed freelancers, outside vendors and junior staff on a project by project basis

### Senior Creative Producer - 65Media

2007 - 2011 | Los Angeles

- Concepted, pitched and produced web builds for entertainment clients
- Executed digital creative for Disney, Fox, Paramount, Warner Bros. Studios, Jim Carrey

### Manager of New Media - Warner Bros. Records & Maverick Records

2003 - 2007 | Los Angeles

- Created and executed digital marketing campaigns for new album releases:  
Deftones, The Prodigy, Alanis Morissette, Mark Knopfler, Meshel Ndegeocello
- Maintained relationships and developed promotions with iTunes, AOL, MTV, Yahoo Music, Fuse
- Directed in house production team to create artist websites and all album launch materials

## EDUCATION

University of Puget Sound, Tacoma, WA

BA Psychology, Biology - 2002

## AWARDS

Cannes Lion, One Show, Webbys, SXSW, Stevies, FWA, NY Festival, Awwwards

## SKILLS

Creative Direction, Concepting, Pitching, Management, Strategy, Copywriting, Producing

## ATTRIBUTES

Tenacious, Innovative, Direct, Motivating, Encouraging, Logical, Inventive, Resourceful