

Emily Longfield

CREATIVE DIRECTOR, NYC

(646) 660-2082

emily.longfield@gmail.com

elongfield.com

WORK

2021 – PRESENT | CREATIVE DIRECTOR | WEBER SHANDWICK, NYC

I come up with headline-driving ideas, campaigns, products, and experiences for brands who aim to make news vs. make ads. I lead creatives, internal teams, agency partners, and our clients from ideation through production on projects and brands within Mars, Pernod Ricard, AB InBev, Mondelez, and many more.

2015 – 2021 | INDEPENDENT CREATIVE | BROOKLYN, NY

Project-based creative and consulting for brands, creative agencies, startups, rock bands, friends, and futurists:

Translation | HBO, Brooklyn Nets, Susan G. Komen

Yard NYC | Gap, Gap Kids, Athleta, New Biz

Mother | Target, New Biz

Superfly | Google, Refinery29, Comedy Central, Festival IP & Branding

Brooklyn Brothers | Adobe, JetBlue, Secret®

Highsnobiety | 47 Brand, NFL

ACE | Marathon Brewing Co

Pereira O'Dell | Timberland

Noble People | Oscar, ZenDesk

Stuart Bogey | Superhuman Happiness Album Launch

Desiree Gruber | Brand Design & Special Projects

2014 – 2015 | ART DIRECTOR / CREATIVE | WIEDEN+KENNEDY, NYC

Concept, content & experience design for The Sprite Corner & Equinox Gold Rush projects.

2011 – 2014 | ART DIRECTOR / CREATIVE | VICE MEDIA, BERLIN

I helped launch and lead VICE's in-house brand agency in Berlin, Germany. Created multi-media brand and editorial content, ad campaigns and experiential platforms for the pan-Euro market. Clients: Adidas, Ray-Ban, Ralph Lauren, Ketel One, X-Box.

2008 – 2011 | CREATIVE ASSISTANT | WIEDEN+KENNEDY, PORTLAND

Resident handyman on Nike, Levi's, Old Spice.

SCHOOL

HYPER ISLAND STOCKHOLM

Digital Media Studies | Interactive Art Director Program

UNIVERSITY OF MONTANA

Bachelor of Science | Business Marketing

Bachelor of Arts | Media Arts and Entertainment