

MAEVE DOHOGNE

maeve.dohogne@gmail.com • 314.800.5319 • Based in St. Louis, MO, successfully working remotely with teams across timezones.

PORTFOLIO: mdohogne.com PASSWORD: SecretSecret

Group creative director and passionate problem solver. Proven track record of delivering creative solutions that drive consumers to action and exceed client goals, increasing agency revenue, and developing high-performance teams. Committed to fostering a growth-oriented, supportive culture.

SKILLS

A passion for creative excellence, including relentless alignment with strategy; leadership of teams in a collaborative, fast-paced environment; ability to craft and deliver compelling presentations; clear communication skills; an understanding of the levers that drive profitability, timelines and account financials; strong interpersonal and relationship-building skills.

EXPERIENCE

VP Group Creative Director – HLK, 2013-present

Previous roles: Creative Director, ACD, Senior Copywriter

Leading creative strategy, campaign planning and creative development across media and marketing channels for clients including Ambetter and Bayer. Mentoring a team of creatives across disciplines. Contributing to new business efforts. Refining the practices and principles that shape our work and feed our culture.

- Led the Special Enrollment Period campaign for Ambetter health insurance that significantly grew market share and blew our enrollment goals out of the water
- Led the replatforming and redesign of Marriott brand sites, including the flagship Marriott Hotels, JW Marriott, Residence Inn, AC Hotels and the Luxury Collection
- Supported the high-stakes announcement and launch of Marriott Bonvoy, the world's largest hotel rewards program
- Contributed to HLK winning AOR on 4 accounts within the Bayer Crop Science business, and the entire Bayer Environmental Science portfolio
- Developed the award-winning #FarmStateOfMind initiative to break down stigma around mental health in farming communities and raise awareness of the need for more resources
- Led the NemaStrike Technology product launch: an insanely effective, multichannel campaign spanning broadcast, digital and experiential activations
- Grew the Acceleron seed treatment business from digital AOR into a multi-million-dollar AOR account
- Preserved the story of the St. Louis Browns, major league baseball's losingest team of all time, in a Clio-winning website and documentary film

Copywriter – Manifest, 2011-2013

Rediscovered cereal-milk while creating digital and social campaigns for Fruity Pebbles, Honey Bunches of Oats and other Post Foods brands. Learned how to make great recipes on a budget, writing social content and apps for Save-A-Lot Food Stores. Sharpened my copywriting scalpel on highly regulated digital ads for Scottrade.

Copywriter – Schupp Company, 2008-2010

Concepted and wrote scripts for on-premise beer promotions (and penned my weight in table tent headlines) for Miller Lite and MGD 64. Saw my first billboard up in lights for the Pujols Family Foundation.

RECOGNITION

Clio, Bulldog, Webby, FWA, Awwwards, National ADDY, National NAMA, Communication Arts

EDUCATION

Webster University
BA, Marketing & Advertising Communications