

Amy Rosenfeld

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Amy Rosenfeld is an award-winning Creative Director and Brand Strategist.

She leads bold ideas from concept through execution to create elevated and innovative creative for top international brands, agencies and media companies. She has a broad skill set that includes cross-platform branding, digital (mobile, web, social, influencer campaigns), print, photo and video art direction, management and team building. An effective communicator, Amy has the ability to connect with and inspire people. She brings an experienced eye to creative direction across a diverse range of categories, including fashion, beauty, lifestyle, hospitality, travel, home and interior design, food, celebrity, and sport.

Work Experience

Amy Rosenfeld Design • Consulting Creative Director • 2016-Present

Clique Media Group (*digital media and marketing agency*)

Concept, pitch and led creative for websites WhoWhatWear, Byrdie, MyDomaine.

Creative for social and influencer campaigns for Origins, Gucci, De Beers, Revlon

MoroccanOil (*global beauty brand*)

Omni-channel creative direction and strategy (consumer and professional, digital, social, print, and video) to elevate and unify brand marketing and creative

Laird + Partners (*branding and advertising agency*)

Concept, styling and planning for photography and video advertising branding campaigns, focused on Swarovski account

Victoria's Secret

Creative Director (*global fashion and beauty brand*) • 2013-2016

Led a team of 15 to conceptualize and execute seasonal campaigns, marketing, and customer loyalty programs for all categories: lingerie, beauty, swim, sport, apparel

Amy Rosenfeld Design • 2011-2013

Bloomingdale's • Design Director for Pink Book

InStyle • Design Director for Special Projects

Architectural Digest • Design Director

Rachael Ray • Art Director

Waldorf Astoria • Design Director

HGTV • Design Director for Covers

CondeNast Brides (*publications, digital, videos, merchandising*)

Creative Director • 2009–2011

This Old House (*publications, digital, television*)

Design Director • 2005–2009

BusinessWorld (*India's largest business weekly*)

Rebranding • 2007

Seventeen

Design Director • 2004

SmartMoney (*Wall Street Journal's brand on personal finance*)

Design Director • 2000–2003

Education

State University of New York at Buffalo

BFA: Communication Design • Minor: Art History

University of North London

British Studies