

# LAURA DAULEY | creative director

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## experience

### Leo Burnett, Chicago | VP Creative Director | 2007-Present

I currently oversee the ALDI photography pod. Responsible for all brand photography, from concept through execution, across food and non food, including weekly and incremental needs. Since winning the business 4 years ago, I have led the creation and development of the photo stream and physical studio. I have developed the style, vision and process, in addition to the tactical and functional elements including sets, surfaces and lighting. I direct a variety of photographers, food and prop stylists on the brand and work.

Previously, Creative Director over MillerCoors Customer Large Format, Customer Small Format and On-Premise pillar and Director of P&G Customer Specific Marketing creative teams (Target, CVS, Kroger, Publix) and brand team (Herbal Essences). Oversaw high volume of projects, with heavy conceptual, business growth and people management responsibilities. Lead development and execution of best-in-class programs and related shopper (print and digital) activations. Key conceptor and designer across award winning Target-exclusive Hair Food launch and P&G Best of Beauty programs.

### DRAFTFCB, Chicago | Art Director | 2004–2007

General advertising, direct marketing and promotional experience across multiple brands. Also a strong contributor to new business pitches (lead Art Director on United Airlines and My M&Ms—both winning pitches) and organic growth (Abbott Laboratories).

Clients included Brinks, Bosch, Chicago Mercantile Exchange, DeVry, Direct Marketing Educational Foundation, Fleetwood, Mars Inc., Procter & Gamble, Abbott Laboratories (Similac, PediaSure, Pedialyte, NutriPals, Welcome Addition Club, Customer Specific Marketing), Saab, Sprint, Stella Artois and United Airlines

### St. Jacques Inc., Morristown, NJ | Art Director | 2001–2004

### Lounge Lizard Interactive | Interactive Web Designer | Long Island, NY | 2000

### Universal McCann, New York | Intern | 1999

## education

Lehigh University, Pennsylvania | Cum laude (G.P.A. 3.6/4.0) | 2001

Bachelor of Fine Arts, Concentrations in Graphic Design and Marketing

The Institute of Advanced Advertising Studies (AAAA) Course | University of Illinois | 2005

Chosen by DRAFTFCB as an agency representative

Speak to Be Heard, Advanced session, Stacey Hanke Inc.

Presentation Skills Training, Amy Hohulin Training & Development

## recognition

2017 PRO Award, Philadelphia Flights of Flavor

2016 Addy Award, Target Hair Food launch

2016 Reggie Award, Target Hair Food launch

2016 POPAI Award, Target Hair Food launch

2014 Pro Award, Target | COVERGIRL Flamed Out Polyvore campaign

2013 Design of the Times Award, Target | COVERGIRL display

2012 Effie Award, The Best in Beauty for P&G Beauty Scale

2008 P&G North American MDO Shopper Marketing Award, Publix "Live Well. Feel Beautiful." campaign

2008 P&G Best Multi-brand Scale Brand-Building Event Award, Publix "Stocking Spree" campaign

2016 Gold Reggie Award, 2015 Target Hair Food launch | Experiential Marketing Campaigns

2016 Silver Reggie Award, 2015 Target Hair Food launch | Retailer-Specific Campaigns

2016 POPAI Award, 2015 Target Hair Food launch

2016 Silver Addy Award, 2015 Target Hair Food launch

2014 Pro Award, 2013 Target COVERGIRL Flamed Out Polyvore campaign

2013 Design of the Times Award, 2012 Target COVERGIRL display

2012 Effie Award, The Best in Beauty 2011 P&G Beauty Scale

2008 P&G NA MDO Shopper Marketing Award, Publix "Live Well. Feel Beautiful." campaign

2008 P&G Best Multibrand Scale Brand-Building Event Award, Publix "Stocking Spree" campaign

2002 American Graphic Design Award, Graphic Design usa

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Laura is one of the most dedicated and committed people I've been lucky enough to work with. She cares deeply about doing the right thing for our clients and our people. She manages a very difficult and important part of our team, and she does it with incredible energy, attention to detail and positivity. It's a joy to work with her and everyone who does is thankful for it. Not just for what she does, but for the way she does it. Managing the studio, the products, the shots, the photographers and the constant stream of requests is a huge task. A daunting one. It wouldn't be TOTALLY surprising if she got flustered or pissed off about it, yet she never does. She just delivers. And she does it consistently and with grace and poise. She has a great eye for detail, and a style that is on point, modern and fresh.

2022

EVP, Leo Burnett

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