

# zoe munson

creative director | [www.zoemunson.com](http://www.zoemunson.com)  
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hi **With over 14 years of digital agency experience**, I have a proven track record of successfully leading creative teams and exceeding client expectations. By encouraging collaboration, thoughtfully solving design problems, and having a sense of humor, my teams have produced countless digital campaigns, social ads, websites, emails, and other things digital.

quick hits **Managing:** Team collectively launched 40+ campaigns, delivered 5,000+ assets in 2022.  
**Innovating:** Launched industry-first, real-time dynamic campaign for Google Search on Twitter.  
**Performing:** Display campaigns have exceeded brand lift goals, where other channels have not.

work **vp, creative | essencemediacom (formerly essence global)**  
san francisco, ca | january 2020 - present

I lead and oversee all of the creative campaign work across our Google clients (Google Shopping, Chrome, Google Search, Google Fi, Google Chromebook, Nest, Pixel, Fitbit, etc). From dynamic display campaigns, global toolkits, and social assets, to innovative pilots, dynamic videos, and real-time creative, my team **concepts and builds for a digital-first world, where consumers expect every experience to be relevant.**

**associate creative director/team lead | factor**  
san francisco, ca | june 2017 - january 2020

As a creative team lead, I led website builds and delivered digital creative campaigns for Google Ads Marketing, Chronicle, AdMob, Google Cloud, GPay and others.

**instructor | miami ad school**  
san francisco, ca | december 2015 - may 2017

Designed class curriculum and instructed "Ideas First" and "Portfolio Review" classes.

**associate creative director | organic**  
san francisco, ca | december 2015 - may 2017

Wells Fargo, American Family Insurance

**visual designer | google brand studio**  
san francisco, ca | october 2014 - december 2015

Worked internally for Google Brand Studio

**art director | comrade**  
oakland, ca | october 2013 - october 2014

**senior visual designer | r/ga**  
san francisco, ca | august 2011 - september 2013

**art director | razorfish**  
san francisco, ca | november 2009 - august 2011

school **miami ad school sf | art direction certificate**  
2006 - 2008, san francisco, ca

**dickinson college | policy studies, BA**  
1999-2003, carlisle, pa