

WREN SIEBER, CREATIVE AND ART DIRECTOR

wrensieber.com | 609-571-7697 | wrensieber@gmail.com

Professional creative and art director with 10+ years of experience. Skilled in concept development and execution with a background ranging from branding to video campaigns.

Experience

FREELANCE

Creative Director & Director

JUNE 2023 - PRESENT

- + Lead end-to-end visual development from creative concepts, scripting, art direction, and final deliverables for campaigns.
- + Secure client buy-in and communicate creative concepts via high-quality decks and presentations.
- + Direct productions; lead crew, talent, and editors pre, during, and post shoot days.
- + Clients include Google, Yahoo, Glamorise, Rebag, and Kean University.

QUIRK CREATIVE

Creative Director

2021 - JUNE 2023

- + Led a team of 12 (including art directors, copywriters, designers, editors, storyboard and motion graphic artists) in creating compelling content.
- + Received recognition from AdWeek for multiple campaigns (TULA, Eloquii) and named one of Business Insider's Rising Stars of Madison Avenue.
- + Launched successful campaigns for clients including Athena Club, Lovevery, Cirkul, Hopper, Augustinus Bader, Flamingo, Burrow, TULA, Nutrafol and Bombas.

Associate Creative Director

2020 - 2021

Art Director

2018 - 2020

- + Collaborated with copywriter and CD to develop campaign concepts and scripts.
- + Presented and pitched ideas to clients, effectively communicating the creative vision.
- + Coordinated with designers, storyboard artists, and VFX teams to ensure cohesive execution.
- + Utilized Adobe Suite to create titles, presentations, mock-ups, and animations.

HOFFMAN CREATIVE

Art Director/Designer

2016 - 2018

- + Developed and presented client positioning strategies and presentations.
- + Collaborated with peers on logo designs, editorial layouts, business cards and website designs.

FREELANCE

Creative & Designer

2014 - 2016

- + Provided comprehensive creative services, including packaging design, branding, copywriting, website development, and business card design.
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Education

PARSONS, THE NEW SCHOOL

B.F.A. Communication Design, Printmaking Minor