

Holly Flukinger

Creative Director/Copywriter

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EXPERIENCE

Beauty@Gotham, New York: 2013 – Present

Creative Director - Maybelline Cosmetics.

Atelier-Leo Burnett, New York: 2008 – 2013

Creative Director - Herbal Essences

Conceived and produced the highly effective global campaign, “**Someone’s Been Doing the Herbal**”. Shaped the voice of the brand and managed it across all touch points and regions.

Digital Writer – Vidal Sassoon

Contributed scripts for digital How-To videos in the distinct voice of the brand. Managed the VS tone of voice across all social media, writing strategic and engaging VS posts for Facebook and Twitter on a rigorous month-to-month basis.

Grey Worldwide, New York: 1995 – 2008

Associate Creative Director/Copywriter

Instrumental in growing the P&G Febreze brand. Collaborated with Creative Director as lead team on the, “It’s That Fresh” campaign. Oversaw all matters of production from casting to editing to music and recording.

Created advertising for Diageo’s Crown Royal brand, while maintaining the category message of drinking in moderation.

Carried the creative torch of NY Lottery’s ubiquitous, “Hey You Never Know” campaign, delighting New Yorkers with ever more hyperbolic dreams of sublime wealth.

DDB, New York: 1990 – 1994

Copywriter

Cut advertising chops working with the original Mad Men, writing for iconic brands such as Volkswagen, Chivas Regal, Colombian Coffee, and Hershey’s.

EDUCATION

Art Center College of Design, Pasadena CA 1990-91: Advertising/Art Direction

School of Visual Arts, New York 1987- 89: Advertising Concept

SUNY Potsdam College, New York 1981-84: BA, Psychology

AWARDS/RECOGNITION

Clio, Effie, Creativity, Adweek Best Spots, FAB, Creative Circle (London), NY Festival