

BETH HAMBLY

Creative Director • Art Director



PROFILE

Conceptual thinker, creative ringleader, and kerning aficionado with over 20 years of experience delivering highly innovative, brand-building ideas. Proven track record of creating multi-dimensional, integrated concepts that create engaging and meaningful content. Passionate about the little details and the big story.

EXPERIENCE

McCANN

Creative Director • 2023 - Present

Hefty • Lockheed Martin • GM • US Bank • Bissell • Kinetic • Valspar

Develop and execute brand campaigns that effectively deliver across multiple platforms. Foster strong client and agency relationships that drive performance-focused outcomes. Pitch and secure new clients, including winning the Hefty account.

YMLY&R

SVP, Executive Creative Director • 2019 - 2022

Bronco Wild Fund • Kentucky Derby • NFL • Team Bronco

Led branded content, alliances, and sports marketing creative for Ford. Developed content and experiences for digital, social, broadcast, on-site activation, and transmedia storytelling.

GTB (formerly Y&R)

VP, Group Creative Director • 2008 - 2019

F-150 • Super Duty • Ford Commercial Vehicles

Oversaw all communications for Ford Trucks. Led campaign development that spanned the full spectrum of advertising; broadcast, digital, website, activations, social, branded content, and print.

ACD • 2003 - 2008

Lincoln • Microsoft SYNC • DSO • Muskegon Luge • United Way

Responsible for creating and executing comprehensive marketing across diverse platforms. Displayed detail-orientated art direction in video and photo shoots, design, typography, and content production.

BBDO

Senior AD • 2001 - 2008

Jeep • Coleman • Michigan Humane Society • Detroit Red Wings • Little Caesars Pizza • Hush Puppies • Consumers Energy

CONTACT

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Address

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Portfolio

bethhambly.com

AWARDS

Cannes

One Show

New York Festivals

British Design & Art Direction

D&AD

IAAA

D Show

Work has been featured in

Archive, AdAge, AdWeek

and Creativity

SKILLS

Managing creative teams

Inspiring conceptual ideas

Cross-functional team collaboration

Strong client relationships

Craft mastery: design, photography,
video production and typography

InDesign, Photoshop & Illustrator

PowerPoint & Keynote

Cookie baking

EDUCATION

BFA Art Direction

College for Creative Studies

Detroit, MI