

Annie Barch

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HANDS-ON CREATIVE LEADER

In my next role, I'm looking to lead a diverse, high-performing creative team where collaboration, craft, and strategic clarity drive the work forward. I'm energized by opportunities that let me stay hands-on while also shaping the broader creative vision, connecting strong storytelling with measurable marketing impact.

Results-driven creative executive with 14 years of experience driving global brand transformations across technology, spirits, and consumer brands. Known for leading high-caliber teams and modernizing creative operations through AI-enabled workflows and strategic design. Expert in building scalable global brand systems rooted in creative excellence. Passionate about the evolving intersection of culture, technology, and creativity and its impact on the future of brand storytelling.

CORE EXPERTISE

Brand Systems & Global Identity • Integrated Campaigns (CTV • Social • Experiential) • Creative Leadership & Team Building • Product & Growth Marketing • AI-Driven Ideation • Data-Informed Storytelling • Agency & Vendor Management • Scalable Design Operations

PROFESSIONAL EXPERIENCE

DOUBLEVERIFY — Senior Director, Creative

Remote | 2018–Present

Led global brand and creative strategy for a publicly traded ad-tech company, guiding a complete transformation of the brand ecosystem and creative operations.

- Pioneered AI-enabled creative workflows that shifted high-skilled designers toward strategic, high-impact work while increasing team productivity and accelerating turnaround times.
- Developed and directed brand identity modernization and rollout across 75+ markets, ensuring cohesive design, voice, and creative strategy.
- Set the global creative vision and led integrated campaigns across digital, CTV, social, and experiential platforms to elevate brand perception and drive measurable performance.
- Oversaw the creative vision and execution of large-scale brand experiences at Cannes Lions, CES, and owned events, building iconic, instantly recognizable environments that achieved all-time engagement highs.
- Led creative for major brand milestones, including the DoubleVerify's IPO
- Built and scaled an in-house creative department spanning design, video, motion, and content — fostering a culture of innovation, inclusivity, and creative excellence.
- Partnered with growth, product, and marketing leadership to translate complex technology into emotionally resonant storytelling.
- Oversaw creative agency partnerships, managing budgets, proposals, and production quality across global campaigns.

XENOPSI (METHOD1) — Senior Art Director

New York, NY | 2014–2018

Delivered end-to-end brand and campaign development for luxury clients across CPG and Spirits brands.

- Concepted and produced digital, OOH, video, and social campaigns that strengthened brand awareness and drove measurable performance lift.
- Designed scalable systems for social content, ensuring visual consistency and operational efficiency across multi-market campaigns.

- Acted as creative lead for new business pitches, contributing to multimillion-dollar wins and agency growth.
- Mentored and upskilled junior designers, standardizing processes that improved collaboration, speed, and quality.
- Partnered with strategy, media, and analytics teams to build creative rooted in insights and aligned to measurable KPIs.
- Oversaw production across motion, design, and development partners, ensuring high-caliber creative delivery.
- Delivered rapid-turn concepts and storyboards for clients seeking performance-driven digital content at scale.
- Partnered with clients to produce high performing campaigns

THE A TEAM — Art Director

New York, NY / 2011–2014

Produced national campaign activations and retail experiences for global CPG brands.

- Designed in-store experiences, seasonal displays, and sweepstakes that increased in-aisle visibility and conversion.
- Developed digital assets, microsites, and social visuals that extended retail campaigns across online channels.
- Collaborated with shopper marketing, production, and brand partners to ensure seamless alignment across physical and digital touchpoints.
- Managed photo/video shoots, vendor relationships, and production timelines to deliver projects on schedule and on budget.
- Built conceptual frameworks and campaign toolkits used across retail partners nationwide.
- Supported new business efforts by developing pitch concepts, mockups, and presentation storytelling.
- Introduced more efficient workflows for design and production, reducing turnaround times and increasing output.

EDUCATION

Syracuse University, S.I. Newhouse School of Public Communications 2011

B.A. in Advertising

The Masters School 2007

Dobbs Ferry, NY

INVOLVEMENT

- **IAmRemarkable Trainer** – Empowering professionals to celebrate their achievements
- **SheRunsIt Mentor** – Supporting women in marketing, media, and tech
- **Proud@DV Member** – Fostering an inclusive environment for LGBTQ+ professionals
- **Women@DV Member** – Advocating for women in leadership across global teams
- **Former dancer and choreographer** at DanceWorks New York City