

# ANNIE BARCH

## Creative Executive | Brand Builder

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### OBJECTIVE

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I'm a strategic, hands-on creative leader with 14 years of experience transforming bold ideas into impactful brand experiences and compelling stories. I've led global branding initiatives, spearheaded award-winning digital campaigns, and driven cross-functional marketing strategies across diverse industries and regions—including North America, LATAM, EMEA, and APAC. With a blend of creative vision, strategic thinking, and data-driven insight, I craft authentic narratives that resonate with audiences, elevate brand presence, and deliver measurable business results.

### SKILLS

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- Adobe Creative Suite
  - InDesign
  - Illustrator
  - Photoshop
  - After Effects
- Deck Creation - PowerPoint Google Slides
- Videography
- Video Production
- Social Design
- Event Design
- Cross team collaboration
- Project Management
- Public Speaking

### EXPERTISE

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- **Leadership & team development** – scaling and mentoring high-performing in-house and agency side creative teams
- **Project management and workflow refinement** - establishing effective and efficient processes and briefs to generate quality work at scale.
- **Creative strategy & vision** – driving innovative campaigns that align with company goals across multiple teams
- **Brand identity & storytelling** – crafting engaging narratives that resonate with diverse audiences with a strong focus on B2B technology.
- **Results driven marketing campaigns** – executing multi-channel strategies for global impact
- **Content & video production** – leading production of engaging video, social, and experiential content
- **Event & experiential design** – creating immersive activations that bring brands to life

## EXPERIENCE

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### **DoubleVerify – Global Senior Director, Creative**

**2018-Present**

*New York, NY*

- Scaled the in-house creative team 4X, fostering a culture of collaboration and innovation
- Defined brand identity and creative strategy, strengthening market presence
- Led high-visibility campaigns for major industry events (*Cannes Lions, CES*), driving engagement
- Built in-house video production processes, overseeing 100+ executive interviews and brand content
- Directed storytelling initiatives for a successful IPO launch, amplifying brand impact
- Partnered with marketing, sales, and product teams to ensure cohesive brand strategy

### **Grapeshot (Acquired by Oracle) – Global Design Director**

**2018-2018**

*New York, NY*

- Spearheaded global rebrand across US, EMEA, and APAC, ensuring consistency
- Led creative efforts in launching “Contextual Intelligence”, a pioneering ad tech category
- Managed cross-functional teams to execute high-performance marketing initiatives

### **Xenopsi (Now Method1) – Senior Art Director**

**2015-2018**

*New York, NY*

*Key Clients: Evan Williams Whiskey, Burnett's Vodka, Elijah Craig Bourbon, Admiral Nelson's Rum, Lunazul Tequila*

- Led creative direction across print, digital, video, and experiential campaigns for major spirits brands.
- Directed a multi-disciplinary team through national commercial production and influencer-driven content.
- Developed creative for MLS partnership programs, enhancing brand engagement with national and local sports audiences.
- Conceptualized and executed the Rolling Stone Summer Rooftop Concert Series, driving visibility through music partnerships.
- Spearheaded the creation of an award-winning digital game for Admiral Nelson's Rum, delivering an innovative brand experience.
- Produced and edited social-first video content, increasing online engagement and brand presence across digital platforms.
- Designed high-impact marketing assets that supported customer acquisition and brand loyalty

### **The A Team – Art Director**

**2012-2015**

*New York, NY*

*Key Clients: Moët and Chandon, Grand Marnier, Weight Watchers*

- Designed and developed in-store displays and high impact window displays
- Developed on and off premise marketing campaign concepts
- Managed creative partnerships with The View, and The Cooking Channel
- Assisted in planning and creating materials for large charity events

## Education

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

**2011**

*B.A. in Advertising*

**The Masters School**

**2007**

*Dobbs Ferry, NY*

## INVOLVEMENT

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- **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

## AWARDS

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**Beverage Dynamics**

**2018**

1st Place - Best Consumer Print Campaign - Elijah Craig Small Batch Bourbon

1st Place - Events and Sports Partnerships Evan Williams / World Series

1st Place - Interactive Social Media Campaign - Evan Williams Seriously Good quiz

3rd Place - Festival or Concert Sponsorship - Lunazul Tequila

## PASSION PROJECT

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**Adubbs Art**

[www.AdubbsArt.com](http://www.AdubbsArt.com)

AdubbsArt is a design shop specializing in gaming-inspired artwork that blends vibrant creativity with pure passion. With a dedication to honoring some of my favorite franchises and keeping myself inspired, I craft unique designs that resonate with gamers and collectors alike. My work reflects a deep love for video games and a commitment to sharing that passion through art.