

HALLIE HOLLOWAY

CREATIVE LEADER & BRAND STRATEGIST



Creative leader and brand strategist with 15 years experience elevating top global brands at the world's most renowned agencies. Multi-industry expertise across wellness, beauty, fashion & beyond.

- 📞 512.429.1496
- ✉ hello@agencysixteen.com
- 🌐 www.hallieholloway.com
- 📍 Austin, TX

EXPERTISE

Creative Vision & Conceptual Thinking
Data-Driven Decision-Making
Interdisciplinary Team Leadership
Strategic Positioning & Market Analysis
Multi-Industry Client Collaboration
Digital, Social & Tech Trends

TECH

AI Prompt Engineering
Adobe Creative Suite
Graphic Design Software
Project Management Tools

EDUCATION

2023 Udemy | Google Ads Masterclass
2022 ESF | Advanced Tiktok Strategy
2018 SE Barcelona | Advanced Spanish
2012 Grey University | Presentation Skills
2011 AdHouse | Advanced Campaigns
2010 AdHouse | Concepting Creatively
2006 UF | Psychology, Communications
2004 Yale | Pre-Law Program

AWARDS

2016 Bronze Effie
2016 Bronze Clio
2014 Product of the Year

Founder, Managing Partner

SIXTEEN AGENCY | 09.2016 - Present | Austin, TX

Boutique creative studio exclusively elevating small businesses across all industries with a consolidated format of traditional agency work, built at warp-speed by creative teams curated on a project-by-project basis.

Creative Director

RYOT STUDIO | 04.2017 - 02.2018 | New York, NY

Led Verizon's internal, award-winning studio of 10+ creatives across editorial, film, photography, production, copy, strategy to service Oath's full publisher portfolio, including HuffPost, Tumblr, Yahoo, AOL, TechCrunch, Engadget & Makers. Won \$1.7M of new business & 3 accounts in first 3 months. Led pitches for accounts worth up to \$15M & branded content including multimedia editorial, branded entertainment & experiential.

Associate Creative Director

LAIRD & PARTNERS | 09.2013 - 02.2015 | New York, NY

Lead editorial writer managing agency's 40+ brands. Sole writer on Lane Bryant's Effie & Clio winning "I'm No Angel" campaign & Sally Hansen's "OMGell!" which sold 25M+ products in just 6 months - the biggest product launch and most successful campaign in Coty history. Led winning pitches for Danier, Malo, Swarovski. Wrote, casted & directed records for Rimmel, Coach and Katy Perry.

Associate Creative Director

LIPMAN | 05.2013 - 09.2013 | New York, NY

Lead writer for agency's 23+ brands overseeing editorial team I built. Worked closely with agency owner/CCO and Head of New Business in acquisition of new clients. Led winning pitches for Carrera and Herradura. Spearheaded extensive brand book, launch plan and all B2B materials for Westfield's World Trade Center.

Senior Copywriter

LIPMAN | 10.2012 - 05.2013 | New York, NY

Led creative and strategy teams on winning pitches for Westfield's World Trade Center & Genetic Denim. Sole writer on 7 For All Mankind's digital-first global campaign directed by James Franco.

Copywriter

GREY GLOBAL | 09.2011 - 10.2012 | New York, NY

Managed 8+ brands as main writer within the agency's "Healthy People" group - including Playtex fem care, Playtex Infant Care, Hawaiian Tropic, DKMS, Panadol and OcuVite. Wrote & developed Playtex's global 360° "Play On" campaign.

Associate Copywriter

DEUTSCH INC. | 09.2010 - 09.2011 | New York, NY

Executed copy needs across all media channels for 16+ brands. Casted & directed radio records for PNC Bank, the agency's largest client. Co-led client presentations for, Degree, Carefree, Got Milk? & Country Crock. Agency mentor for The TORCH Program.