MARY-PAULA ALLEGAERT

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CHIEF CONTENT CREATOR
Life's a Spritz
The blog with a passion for beauty, health, design and fashion.
Launched August 2016.

CREATIVE DIRECTOR / CONSULTANT • 2/14 – PRESENT
Current clients include L'Oreal, Matrix, Garnier and Movado for TAG Creative and Strivectin skincare.

GLOBAL CREATIVE DIRECTOR/SVP • 1/12 – 2/14
atelier-lb.com (Leo Burnett), 300 Park Avenue South New York, NY 10010
TV, Print and Digital for Vidal Sassoon Hair Care and Color. Led creative across all touch points for the relaunch of this iconic brand, now a part of the Procter & Gamble beauty portfolio.

FREELANCE CREATIVE DIRECTOR/COPYWRITER • 3/10 – 2/12
P & G (atelier-lb, Leo Burnett), Kay Jewelers, JCPenney (Saatchi & Saatchi), ProActiv (Ogilvy), Sephora, Colgate Palmolive, Lab Series For Men, Aramis & Designer Fragrance Group, WBGO-FM.

GROUP CREATIVE DIRECTOR • 5/08 – 3/10
Avrett Free Ginsberg, 1 Dag Hammarskjold Plaza, New York, NY 10017
TV, Print: Sally Hansen, Parlux Fragrances, Friskies

CREATIVE COPY DIRECTOR / FREELANCE • 12/07 – 5/08
McCann Erickson, NYC
622 Third Avenue New York, NY 10017
Physicians Formula: Print Concepts
TV, Print: L'Oreal

CREATIVE DIRECTOR/PARTNER • 3/06 – 11/07
Gotham Inc., 100 Fifth Avenue, New York, NY 10011
TV, Print: Maybelline

VICE PRESIDENT / ASSOCIATE CREATIVE DIRECTOR • 3/04 – 3/06
Ericsson/Fina, 570 Lexington Avenue, New York, NY 10022
TV, Print, Web, Video, Consumer Relationship Marketing: CoverGirl, Clairol.

SENIOR COPYWRITER/DIRECTOR • 9/01 – 3/04
Clinique, Global Creative, 767 Fifth Avenue, New York, NY 10153
Advertising, Product Names, Packaging, In-store Collateral, Promotions, Web.

CREATIVE COPY CONSULTANT • 10/98 – 9/01
Clients included: Estee Lauder, Federated Department Stores, Aramis, Tommy Hilfiger, Tourneau, Elizabeth Arden, QVC, Almay, Revlon, Hearst Magazines.

COPY MANAGER, ADVERTISING AND CREATIVE SERVICES • 6/94 – 10/98
Elizabeth Arden, Inc., New York, NY
Global Advertising, Video, Product Names, Packaging, In-store Collateral.

FREELANCE COPYWRITER • 10/92 – 6/94
Clients included: Arista Records, Calvin Klein/CRK Advertising, Elizabeth Arden, Coty.

COPY DIRECTOR, CREATIVE SERVICES • 7/90 – 10/92
Revlon, Inc., New York, NY
Product Names, Packaging, In-store, Video.

COPYWRITER • 1985 – 1990
Bloomingdale's By Mail, Macy's (Assistant Copy Chief), Saks Fifth Avenue.

PROFESSIONAL AWARDS & ORGANIZATIONS
Athena Award/Best Retail Ad (over 1 page)/Macy's
John Caples Award/Finalist/Best Catalog/Bloomingdale's
Cosmetic Executive Women, member since 1990
AWNY (Advertising Women of New York), member since 2012

EDUCATION
College of William and Mary, B.A. French
New York University, Graduate School of Educational Psychology