



A.P. CHANEY

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SUMMARY

SKILLS

Project Management	Adobe Creative Suite
Adobe Acrobat	Microsoft Office Suite
Spanish	AP writing style
Website development with SEO copy	Writing in multiple voices/tones
Great storyteller & Presenter	Ability to work efficiently in a fast-paced environment
Social Media & Analytics	

AWARDS & LEADERSHIP

- Diversity and Inclusion advocate
- Ideas United Diversity Committee
- Named *Atlanta Style Icon* by Nike
- Momentum Action Team
- IPG Black Employee Network
- IPG Women's Leadership Network
- Spelman College Alumna Sister2Sister mentorship program
- Octagon Diversity Committee
- Edelman Newhouse Diversity Internship Award Recipient
- Syracuse University African American Studies Fellowship Recipient
- Charles Barkley and Turner Sports intern winner
- Spelman College National Society of Collegiate Scholars
- Goldman Sachs 10,000 Women Business Leadership Award and Scholarship
- UNCF Merit Scholarship Recipient (2x)

I develop strategic brand work and produce best-in-class creative for IMC campaigns that are relevant, resonate and result in head nods, tears and real-life LOL's (not the kind you send via text). Known for being a passionate leader, I interlock arms with my clients (and their partners) to turn challenges into solutions through inspiring content that shifts culture and consumers – not only business KPI's. With an interdisciplinary approach, I can see the bigger picture and execute the details. I thrive in opportunities where I can fuse my passion for pop culture, sports and emerging trends with my knowledge of consumer insights to inform strategy or creative content.

EXPERIENCE

Creative Director | Ideas United | Atlanta, GA May 2019 – Present

Oversees creative direction for video and audio production, marketing campaigns, new business and original content for the agency. Specific duties:

- Manage and lead the creative process while continually reviewing and optimizing every piece of work my team produces
- Develop authentic storytelling for client projects and new business presentations with a unique point of view, leaving clients awed and inspired
- Build brand frameworks for whitespace based upon consumer and category insights for client projects
- Execute large-scale, cross-channel projects that are strategically sound, creatively insightful, and within budget

Content Creator & Copywriter | Momentum Worldwide (IPG) | Atlanta, GA Feb. 2016 – May 2019

Provided copy, creative strategy and content ideation for Coca-Cola/Glaceau's shopper marketing efforts. Specific duties:

- Provided copy and creative strategy across point-of-sale (POS), social, OOH, scripts, retail, eCommerce, experiential, digital and PR channels
- Created inventive ideas based on client briefs utilizing data and assets to ensure ROI for campaign goals
- Pitched, participated and presented in new business/RFP opportunities
- Crafted compelling content with CTA and SEO-oriented copy encouraging consumers, retailers and bottlers to engage with product
- Created communications strategies based on assets, seasonal or big stories, and transformed those strategies into copy for all marketing vehicles
- Managed Jr. Art Directors and supported VP Creative Director, Strategists and Account teams to develop consumer campaigns
- Built and maintained strong working relationships with internal and external clients/partners

EXPERIENCE CONTINUED

Account Strategist | CSE | Atlanta, GA

Sept. 2015 – Feb. 2016

Fulfilled client's assets through concept ideation, copywriting and sponsorship management for multicultural consumers. Specific duties:

- Led the development and activation of strategic solutions for experiential activation, event marketing and media support to build brand equity for client
- Identified ways to grow the business both strategically and creatively through integration of brands across various sports talent and properties
- Created brand strategy and framework for client's D&I initiatives
- Assisted in all creative planning for media buying efforts
- Developed copy and content for all client's assets
- Produced and wrote traditional radio scripts for clients in top markets
- Cross-collaborated with client, agency partners, internal teams and vendors to fulfill sponsorship assets for activations

Creative Strategist & Copywriter | Octagon Sports Marketing (IPG) | Norwalk, CT

Nov. 2014 – Sept. 2015

Created concepts and copy for 20+ brands while succinctly communicating each client's identity. Specific duties:

- Copy and strategy development for a diverse portfolio of clients spanning sports sponsorship, music, spirits, airline, multicultural, and apparel across a variety of channels (e.g. social, digital, POS and experiential)
- Lead brand strategy and copy for billable client's NBA's lifestyle and audio sponsorship
- Cross-collaborated with art directors, planners and account teams to develop creative concepts for clients
- Hosted brainstorming and turned raw notes into white paper concepts and developed into experiential campaigns
- Pitched, presented and participated in successful RFP presentations to client's executive level leadership
- On-site event management of creative experiential executions
- Created brand strategy frameworks and dynamic presentations
- Specialized in Millennial/Gen Z lifestyle strategy for client campaigns

Community Manager – NBA Multicultural Sponsorship | Octagon (IPG) | Norwalk, CT

Feb. 2014 – Nov. 2014

Community Manager and Copywriter for wireless client's social media program for the NBA. Specific duties:

- Utilized social listening tools to manage data providing actionable insights and analytics for clients
- Created and developed pop culturally relevant content calendars for NBA fans
- Wrote target and brand authentic social copy resulting
- Increased follower growth over 50% in 6 months to exceed client KPI's and brand conversations across Facebook, Twitter and Instagram for sponsorship program
- Developed and captured content on-site at events for client owned social channels (e.g. NBA Finals, SXSW) ensuring excellence in execution of sponsorship
- Strategized with internal teams and agency partners to develop, execute and sustain presence online (e.g. Holiday Gift Guides, 20+ contests/sweepstakes, live video events and Twitter Q&As)
- Managed high profile WNBA & NBA athletes and personalities/influencers for digital influencer program
- Researched and monitored competitor programs to formulate best practices
- Managed and maintained account team, talent and client travel budgets and expenses
- Presented strategies and copy for new business opportunities
- Assisted in strategic urban millennial POS campaigns for spirits client

EDUCATION

May 2011

Bachelor of Arts in History

Cum Laude

Spelman College

May 2013

Masters of
Science Public

S.I. Newhouse School of
Public Communications
Syracuse University

References available upon request