

SHEILA HAYES

240.535.6731

Sheila_mail@yahoo.com

sheilahayescreative.com

[linkedin.com/in/sheilahayes](https://www.linkedin.com/in/sheilahayes)

SUMMARY

Award-winning creative professional, who loves to concept, write and develop big ideas for on-air, digital, social and print campaigns. Exceptional writer. Passionate pitch-person. Enthusiastic collaborator. From fancy PR firms to non-profit trade associations, the White House to Honey Boo Boo, I know how to translate the voice of a brand into copy that is persuasive, smart, funny, effective, provocative, beautiful – or all of the above.

- Concept development
- Passionate storytelling
- Brand positioning
- Brainstorming
- Copywriting
- Collaborating
- Presenting
- Leading

PROFESSIONAL EXPERIENCE

CREATIVE CONSULTANT

2016 - present

As a freelance creative consultant and copywriter, I craft messaging and strengthen brands through innovative 360° marketing campaigns for clients including: National Geographic, Random House/Penguin Books, The Garden Creative, Velocity Channel, and GigaWatt/Cerebral Lounge.

ASSOCIATE CREATIVE DIRECTOR

2008 – 2016

Agency Creative, Discovery Communications

As a lead creative in Discovery's in-house advertising agency, I developed big ideas for Discovery Channel, TLC and Investigation Discovery's 360° marketing campaigns.

- Concepted, wrote and pitched series launch spots, rebrands and continuity plays.
- Collaborated with network creatives and producers in edit.
- Directed storyboard artists.
- Wrote and directed immersive digital experiences.
- Partnered with outside production houses to ensure consistent brand voice and look.
- Wrote on-air and digital scripts, key art messaging and interview questions for talent.
- Conducted interviews on live action sets.
- Supervised copy editor and outside writers.

COPYWRITER

2002 – 2008

Agency Creative, Discovery Communications

As lead copywriter for Discovery Channel, Animal Planet, TLC, I developed copy direction for their print and digital marketing campaigns.

- Collaborated with network marketing teams to craft positioning statements, write creative briefs and determine strategy for multiple audiences.
- Led title committees to brainstorm show titles
- Wrote copy for nonprofit clients (DC Diaper Bank and Warrior Canine Connection) during Discovery's Creating Change corporate social responsibility initiative
- Pitched work to our marketing clients.

COMMUNICATIONS DIRECTOR

1998 – 2002

Outdoor Advertising Association of America

Spokesperson for the OAAA, representing the OOH industry in the media.

- Wrote all internal and external communications.
- Responded to press inquiries, and spoke on the record in interviews.
- Assisted president and CEO in preparing speeches
- Oversaw OOH public service campaign efforts with nonprofit partners including the National Highway Traffic Safety Administration, the Center for Missing & Exploited Children, Children's Miracle Network and the anonymous "God Speaks" campaign.
- Coordinated judging panel for the industry's annual OBIE Awards, recognizing creative excellence in OOH advertising.

CREATIVE DIRECTOR

1993 – 1995

Democratic National Committee

As the DNC's first-ever creative director, translated the messages of the Democratic Party and the Clinton White House into attractive and effective print collateral.

- Responsible for design and production of all print materials for DNC headquarters.
- Wrote copy for national Get Out the Vote efforts.
- Designed the annual report, brochures, t-shirts, and posters for White House economic, health care and jobs initiatives.

DIRECTOR OF CREATIVE SERVICES

1989 – 1992

Recording Industry Association of America, Inc.

Wrote and designed print collateral for the trade association representing the recorded music industry.

- Trafficked artwork through outside designers and photographers.
- Designed voluntary "Parental Advisory: Explicit Lyrics" label implemented industry-wide.
- Creative liaison with Rock the Vote, People for the American Way, the MPAA and the National Academy of Recording Arts & Sciences.

EDUCATION

Bachelor of Science: Written Communications/Journalism, Eastern Michigan University

Minors: Psychology; Graphic Design

AWARDS & PROFESSIONAL AFFILIATIONS

Winner, Promax, Gracies, Graphis, Addys

Judge, Alliance for Women in Media Gracie Awards 2017

Member, Women in Cable Telecommunications (WICT)
Volunteer, Habitat for Humanity – Hurricane Sandy, Jersey Shore
Volunteer, Warrior Canine Connection