

CALLIE PECK

Living happily in Brooklyn, NY

CalliePeck.com

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Profile

Overview

Over 13 years of experience in creative media with seven years specializing in hospitality. Expertise in forging strong brands that seamlessly transition from digital to physical and experiential expressions. A passion for branding and design that serves a clear purpose and can equally delight a guest, a customer, a user and a CFO.

Awards & Publications

Gold & Silver Addy Awards

Best Digital Market Campaign, ILC
INDIE Hotel Awards

Best In Class, Blog and Campaign,
Interactive Media Awards

Best In Class, Lifestyle and Hotel
Websites, IMA

Skift

Professional Skills

Agency Leadership

Branding Strategy & Execution

Hospitality Expertise

Agency Agile / Project Management

UI / UX Design

Full-Stack Development

Presentation Design

Side Hustles

Self taught design and renovation of
a 120 year old Brooklyn brownstone

Costume design & building

Riding with The Missfires, an
all-female Motorcycle Club

Experience

Executive Creative Director / Sideways, NYC

OCT 09 – PRESENT

Founding team member, leading the creative and technology departments, and responsible for growing the agency from a team of four to over thirty. Expanded agency services from digital-only to branding, image-making and content-creation. Developed agency strategy and new business in partnership with the CEO, including establishing new products and businesses. Architected and designed platforms that manage over \$70mm in annual revenue. Universally adored by clients.

KEY CLIENTS: EQUINOX HOTELS, SYDELL GROUP, LIGHTSTONE, SBE, RELATED GROUP, THOMPSON HOTELS, THECFDA, TAMARA MELLON, SONY MUSIC, PEPSICO

Senior Art Director / Dogmatic, NYC

AUG 08 – OCT 09

Lead designer on all interactive and design work, mentoring other designers in creative practices. Designed and built custom technology for outputting highly-stylized digital press kits on the fly. Directed all new brand identity projects and led account-winning concept pitches.

KEY CLIENTS: RALPH LAUREN, ROCAWEAR, BATH & BODYWORKS, PETCO, NULO

Interactive Art Director / Ogilvy & Mather, Durham

MAY 07 – AUG 08

Established the interactive department, adding in-house development to agency services. Worked with a traditional ad team to create integrated campaigns from concept to execution. Designed and developed national Addy award-winning site for The Ronald McDonald House.

KEY CLIENTS: IBM, LENOVO, KODAK, RONALD MCDONALD HOUSE

Consultant / US House of Representatives

JAN 06 – MAR 09

Created proprietary CMS and websites for House Committees on Foreign Affairs and International Relations under two administrations, and added the first social media integrations to Congressional websites. Named the House's first independent preferred vendor.

Education

University of North Carolina / Chapel Hill, NC

MAY 07

Bachelor of Arts – Double major [Studio Art](#) & [International Studies](#)

Key coursework including: Interactive Media; 2D Design/Printmaking; Foreign Policy/Arabic

GRADUATED WITH HIGHEST DISTINCTION, HIGHEST HONORS, PHI BETA KAPPA

Glasgow School of Art / Glasgow, Scotland

05 TERM

Independent study with focused body of work in painting, printmaking, and textile installation.