

EMILY COWELL

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✦ CREATIVE DIRECTOR ✦ ART ✦ DESIGN ✦ EVENTS

SUMMARY:

Creative director with 10 years of experience, currently leading brand strategy, spatial design, and experiential activations for AWS tier-1 events (re:Invent, re:Inforce, Global Summits) spanning 60K+ attendees, multi-venue production, and cross-agency partnerships. Agency background in B2C/CPG retail and B2B branding, and a proven track record of translating brand vision into immersive, award-winning physical and digital experiences.

WORK HISTORY:

AMAZON WEB SERVICES

5+ Years
Creative Lead
Senior Art Director

2024-Present

Creative Lead, AWS Brand Events

Creative lead for AWS re:Invent (60K+ attendees), owning spatial design, expo, and experiential activations

Manage creative output across 4 agency partners aligning visual direction with production design and brand strategy

Serve as brand consultant for AWS Global Summits, ensuring visual consistency across 30+ global events

Direct experiential activations bridging digital and physical brand touchpoints for executive, developer, and partner audiences

2021-2024

Senior Art Director, AWS Training and Certification

Designed and directed the visual identity for the AWS Training and Certification business, establishing a cohesive brand system across 12+ marketing channels

Led end-to-end creative for digital campaigns, web presence, event strategy, and physical space production supporting leadership goal of 29 million customers trained

Built scalable template systems and brand guidelines adopted by internal stakeholders and external agencies

VMLY&R

3 Years
Senior Art Director
Art Director

2019-2021

Senior Art Director, Shopper Marketing and CPG, Ferrara Candy

Directed B2C marketing campaigns for brands including Trolli, Nerds, Black Forest, and Butterfinger — driving measurable retail engagement through in-store, social, and interactive web experiences

Managed brand partnerships in games and entertainment, including co-branded activations with engagement over 100% to goal and sales increases of up to 18% during activation periods

2018-2019

Art Director, Shopper Marketing, Unilever

Designed campaign assets for Unilever shopper marketing across 4 major retail partners — Walmart, Target, Kroger, and Albertsons

SLACK & COMPANY

2 Years

Art Director

Junior Art Director

Creative Intern

2016-2018

Art Director, B2B Brand and Marketing

Developed B2B brand guidelines, corporate websites, and automated email systems for enterprise clients

Designed and launched direct mail campaigns and web experiences that contributed to new business acquisition

EDUCATION:

BACHELOR OF ARTS

University of Oregon

School of Journalism and Communications

Class of 2016

SKILLS:

Creative Direction

Experiential design, spatial/environmental design, production design, brand identity systems, event strategy, large-scale venue activations

Design Tools

- ◆ Figma
- ◆ Photoshop
- ◆ Illustrator
- ◆ InDesign
- ◆ PowerPoint
- ◆ Webflow

Leadership

Cross-functional stakeholder alignment, multi-agency management, vendor coordination, project resourcing and scoping, creative team mentorship

AWARDS:

- ◆ FWA Site of the Day
- ◆ CSS Design Awards Site of the Month Nominee
- ◆ Awwwards Site of the Year Nominee
- ◆ One Show Shortlist

THANK YOU