



Mary Bogie

ASSISTANT CREATIVE DIRECTOR
BRAND VOICE & CREATIVE STRATEGY LEAD

EXPERIENCE

ASSISTANT CREATIVE DIRECTOR

Agency GWL | 2024 - Present

- Lead cross-functional teams to deliver award-winning, multi-channel campaigns from concept through execution
- Translate brand strategy into concept-driven storytelling across digital, social, and video platforms
- Develop campaigns and brand messaging across automotive, food & beverage, banking, tourism/events, education, retail, healthcare, and entertainment industries
- Oversee the creation of 25+ monthly organic content calendars, ensuring consistency/impact across social/digital platforms
- Manage timelines, stakeholder alignment, and compliance
- Mentor creative teams while scaling content output across platforms

SR. COPYWRITER / BRAND MANAGER

Agency GWL | 2014 - 2024

- Led integrated copy and campaign development across multiple platforms
- Shaped brand voice and messaging strategy across diverse client portfolios
- Delivered high-volume creative across broadcast, digital, web, and CRM
- Partnered cross-functionally to execute cohesive, concept-driven campaigns
- Presented strategic concepts and messaging to clients

JUNIOR COPYWRITER

Agency GWL | 2011 - 2014

- Built copywriting skills across campaign and content development
- Applied feedback to strengthen ideas, execution, and creative craft
- Supported campaign execution while developing brand voice and messaging expertise

EDUCATION

2001-2005

UNIVERSITY OF ARKANSAS, FAYETTEVILLE

B.S.B.A. | Marketing Management

CONTACT

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SUMMARY

Assistant Creative Director specializing in strategic, high-impact campaigns that blend creative expertise with business results. Experienced in fast-paced environments, delivering compelling work through collaboration, efficiency, and concept-driven thinking.

SKILLS

Creative Direction · Concept Development · Brand Strategy
Campaign Development · Team Leadership · Art & Copy Direction
Content Strategy · Production Direction · Client Presentation
Brand Voice · Workflow Management

ADDY Award Winner:

Arkansas State Fair & Frio Vodka

Featured In Arkansas Money & Politics

CREATIVITY WITHOUT STRATEGY IS JUST NOISE. STRATEGY WITHOUT CREATIVITY IS JUST BORING. I BRING BOTH.