

Michele Aglira/Creative Director

micheleaglira1@yahoo.com www.krop.com/aglirawork

I began my career in London working at Leagas Delaney on accounts like Harvey Nichols, American Express travel and Terry's Chocolates. My very first produced piece of work actually made it into the D&AD annual.

I returned to the US and worked at top East Coast agencies before moving to New York—where I became Creative Director and ran accounts and lead teams in agencies including Darcy, Bozell and Ogilvy.

In 2011, I accepted a job at DDB Paris. There I was the EMEA CD on brands such as Clean & Clear, Neutrogena, and Accorhotels.com.

For the last four years, I've been at Grey London where I'm the CD on various GSK brands and Helly Hansen.

London: 2013-present: Grey/Creative Director

Accounts: GSK Oral Health & Skincare Brands, Helly Hansen, Clover

- Led Pronamel Toothpaste global digital campaign with integrated agencies
- Sold in and led global innovation series for Sensodyne triggering content partnership with Discovery Channel
- Led new Day & Night Nurse integrated campaign this winter that has sparked best sales in the cold & flu category at GSK. Planner is busy writing effectiveness paper.
- Supervised global teams for Corsodyl and Parodontax
- Supervised global teams and worked with integrated agencies for Physiogel and Oilatum Skincare Brands
- Won global shoot out pitch for Grey Singapore office on Scott's Fish Oil Brand
- Supervised Grey London teams and sold in new Helly Hansen campaign.
- Helped out on other Grey London brands as necessary

Paris: 2011-2013: DDB/Regional Creative Director

Accounts: Accorhotels.com, Novotel, Clean & Clear, Neutrogena

- Led Clean & Clear account supervising DDB Paris teams
- Worked with ECD on Roc
- Co-directed with CD on Neutrogena
- Co-led accorhotels.com pitch and launched their first global campaign
- Beat out major sports brands like Nike and Adidas for prestigious L'Equipe award for accorhotels.com "Tour de France" ad

New York: 2009-2011: Y&R/Freelance Creative Director

Accounts: Dannon, Colgate Palmolive, Virgin Atlantic, Land Rover

2008- 2009: BBDO, Cossette, Kirshenbaum Bond Senecal & Partners/Freelance CD and Writer

Accounts: Gillette, NYU Hospital, McGraw-Hill, Birds Eye

2003-2008: Ogilvy/Associate Creative Director

Accounts: Avon, AT&T, Miller/Pilsner Urquell, Kraft Global Tassimo, Capri Sun, Kimberly-Clarke/Huggies, Van Kampen Investments

2000-2003: D'Arcy/Creative Director

Accounts: Philips/Norelco, Heineken, Amstel Light, Ernst &Young, Burger King

1996-2000: Bozell/Senior Writer

Accounts: Renaissance Hotels, Caterpillar Boots, Merrill Lynch, Bank of America, Carlsberg Beer

Baltimore: 1993-1996: Gray/Kirk Van Sant/Senior Writer

Accounts: Kaiser Permanente, Partnership for a Drug-Free America

Atlanta: 1990-1992: West Wayne/Senior Writer

Accounts: BellSouth Mobility, The Real Yellow Pages, Trust Company Bank

London: 1987- 1989: Ogilvy Mather & Partners/Writer

Accounts: Washington Apples, Doremus Linens, Die Dietrich Ovens, Hilton International

1985-1987: Leagas Delaney/Writer

Accounts: American Express Travel, Philips, Harvey Nichols

Awards:

Design and Art Direction: Merit

London International: Gold

National Addy's: Silver and Gold

Cannes: Shortlisted

NY Festivals

Grand Prix Strategies du Marketing Sportif for L'Equipe