

Amanda McCafferty

Creative Director
& Professor

CONTACT

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EDUCATION

Michigan State University
B.A. in Advertising
College of Communication Arts & Sciences

EXPERIENCE

Adjunct Professor | Michigan State University

February 2024 – Current

Professor for two, three-credit undergraduate courses for 40+ students enrolled in MSU's College of Communication Arts & Sciences including ADV 224: Intro to Creative Media and ADV 322: 360-Degree Copywriting.

Associate Creative Director | FCB Chicago

February 2023 – February 2024

Managed a team of Junior creatives on a variety of Health & Wellness brands while leading the creative efforts on my day-to-day brands. Led and oversaw multiple client-facing, creative campaigns and productions through execution.

Senior Copywriter | FCB Chicago

February 2022 – February 2023

Responsible for developing, overseeing, and managing all copy and creative messaging for a portfolio of Health & Wellness brands including Dramamine, Janssen Pharmaceuticals, and Summer's Eve.

Copywriter | Doner

February 2021 – February 2022

Creator of award-winning campaign for Consumer's Energy. Exposure to multiple international and domestic brands such as Alfa Romeo, Barstool Sportsbook, Hungry Howie's, Owen's Corning, Penn National Gaming, Smithfield, and The UPS Store.

Co-Founder and Copy Lead | Ciesablend

May 2018 – February 2021

Co-founder of an advertising agency where we won and maintained work from clients such as Early Childhood Investment Corporation, East Lansing Art Festival, LorAnn Oils, MSU Broad College of Business, MSU Extension, MSU Foundation, MSU RHS, Potter Park Zoo, Romeo's Pizza, and VIO Med Spa.

AWARDS & ACCOMPLISHMENTS

The One Show Young Ones Judge | 2024
Lt. Governor AAF District 06 | 2020-2022
Vice President of Lansing AAF | 2019-2021
(1) Silver Pencil Recipient | The Young Ones, One Show in China
(1) ESource Award | "Powered By Charles" Campaign
(3) Regional Gold Addy Award | AAF District 06