This 24-Year-Old Was a Patron at Alexandria Ocasio-Cortez's Bar. Now, She's Her Campaign Designer

Two years ago, Maria Arenas had just graduated from the Pratt Institute in Brooklyn (where she earned a BFA in graphic design and worked in the school's print labs). She sent her resum? to "over 50 places" before she was hired as a graphic designer for New York design agency Tandem in September 2016. At…
https://www.adweek.com/brand-marketing/a-24-year-old-is-the-woman-behind-alexandria-ocasio-cortezs-campaign-design/

This Agency Brings Product-Inspired Strategy to Purpose-Driven Marketing

While "purpose driven" might not be what first comes to mind when thinking of an agency with venture capitalist connections, Scout Lab has spent the first year of its life developing processes that replace traditional agency thinking with product development strategies. After spending years on the marketing teams at brands including Levi's and Airbnb, co-founders…
https://www.adweek.com/brand-marketing/this-agency-brings-product-inspired-strategy-to-purpose-driven-marketing/

Under Armour Parts With Adrienne Lofton, SVP, Global Head of Brand Management

Under Armour has parted ways with Adrienne Lofton, svp, global brand management, a spokesperson confirmed today. She was the organization’s most senior marketing executive. The apparel company reportedly announced the news in a memo that went out to all staff this morning. The reasons for Lofton’s departure are unclear at this time, though one party… https://www.adweek.com/brand-marketing/under-armour-parts-with-adrienne-lofton-svp-global-head-of-brand-management/

MDC Partners and CP+B File Motion to Dismiss Diet Madison Avenue Defamation Lawsuit

The legal entanglements involving anonymous whistle-blower group Diet Madison Avenue, MDC Partners, CP+B and that agency’s former chief creative officer Ralph Watson moved into a new phase this week as the network and agency filed a motion to have his lawsuit against them dismissed. In short, the lawyers argue that Watson must resolve any and… https://www.adweek.com/agencies/mdc-partners-and-cpb-file-moti

on-to-dismiss-diet-madison-avenue-defamation-lawsuit/

TBWA\Chiat\Day Promotes Nancy Reyes to President in New York

This week TBWA\Chiat\Day announced the promotion of Nancy Reyes to the newly created role of president in its New York headquarters. Reyes, who joined the agency in 2016 as managing director, will continue to report to CEO Rob Schwartz while serving as primary contact across the client roster. According to the announcement, TBWA\Chiat\Day looks to… https://www.adweek.com/agencies/tbwachiatday-promotes-nancy-reyes-to-president-in-new-york/

Q&A: Sleeping Giants Founder Talks InfoWars, Doxxing and the Corrosive Effects of Social Media

Matt Rivitz never thought it would get this big. The freelance copywriter, who formerly worked for a series of agencies including Goodby Silverstein & Partners and Cutwater, started Sleeping Giants in late 2016 with a single tweet that asked

finance brand SoFi why its ads appeared on Breitbart, a website funded by conservative billionaire and… https://www.adweek.com/agencies/qa-sleeping-giants-founder-talks-infowars-doxxing-and-the-corrosive-effects-of-social-media/

Hill Holliday Hires New Chief Financial, Operating Officer and SVP of Diversity, Talent Management

IPG-owned creative shop Hill Holliday has hired Scott Feyler as CFO and COO, and Julianna Akuamoah as senior vice president of diversity and talent management. Feyler hails from Arnold Worldwide where he spent more than two decades of his career, most recently serving as managing partner and CFO. Akuamoah comes from Allen & Gerritsen, where… https://www.adweek.com/agencies/hill-holliday-hires-new-chief-financial-operating-officer-and-svp-of-diversity-talent-management/

Fake Love's Lead Creative Technologist on the Power of

Combining Art and Tech

When Jasmin Rubinovitz isn’t at work, you might find her playing with mud. Rubinovitz spent her undergraduate years studying computer science and ceramic design. There, she came to an epiphany—the different disciplines balance each other out beautifully. Computer science is relatively new, exact and technical. Ceramics, an ancient, imperfect art form, reminds Rubinovitz to remain… https://www.adweek.com/creativity/fake-loves-jasmin-rubinovitz-on-combining-her-two-loves-art-and-tech/

Apple Agency TBWA\Media Arts Lab Welcomes New Managing Director in Los Angeles

TBWA\Media Arts Lab, TBWA’s dedicated Apple agency, has hired Julian Cheevers as managing director for its Los Angeles office. In the role, Cheevers will oversee Los Angeles office operations, reporting directly to TBWA\Media Arts Lab global president Katrien De Bauw, who succeeded Erica Hoholick in that role last summer. In a statement, TBWA\Media Arts Lab… https://www.adweek.com/agencies/apple-agency-tbwamedia-arts-lab-welcomes-new-managing-director-in-los-angeles/

Hyundai Agency Innocean Resolves Sexual Harassment Suit and Parts With CCO Eric Springer

Hyundai’s ad agency, Innocean, and chief creative officer Eric Springer have parted ways, several months after former content director Victoria Guenier sued the company and the CCO, alleging sexual harassment, discrimination, retaliation and wrongful termination. A spokesperson confirmed that Springer is no longer with the agency as of today. “Innocean USA and Eric Springer jointly… https://www.adweek.com/agencies/hyundai-agency-innocean-resolves-sexual-harassment-suit-and-parts-with-cco-eric-springer/