

AUTUMN



RUTON



CREATIVE DIRECTOR



202-288-6006



autumnbcreative@gmail.com



www.autumnbcreative.com

As a creative professional with 15+ years of experience, my craft combines leadership with creative hard skills, augmented by AI and forward thinking. My practice spans ideation to execution, with an emphasis on strategic direction, world-building, innovative storytelling, and a passion for collaboration. My work has earned new business, driven impressions, fostered engagement, and increased revenue for more than 30 brands.*

WORK EXPERIENCE

Founder | 5K Project, Los Angeles

June 2025 - Current

- Built and launched a creative tech foundation, turning \$5K experiments into scalable, socially driven MVPs
- Developed business strategy, brand identity, and paid and organic content across platforms
- Produced and directed the first MVP, an AI-integrated animated YouTube series, leading a small creative team from concept through launch

Creative Director | We Are Social, Los Angeles

Nov 2022 - May 2025

- Lead strategy, new business pitches, creative direction, production, and client partnerships from concept through execution
- Served as RFP creative lead for Marvel, Riot Games, and Amazon Music, helping secure four new agency contracts
- Worked on four campaigns for YouTube, including Billie Eilish's new album launch and the Drag Yoodle featuring Trixie Mattel, from concept to production
- Directed the brand evolution for 400 Conejos and Gran Centenario, overseeing visual identity systems and on-site shoot direction
- Concepted and produced experiential activations such as TikTok's In The Mix, Ninja Luxe Café, and an interactive Times Square billboard with VFX master Zach King
- Directed the relaunch of Ringling on social, including shoots across Las Vegas and New York
- Lead the creative team in all of Universal Pictures' social media content for more than a year, including their launch on Threads

Associate Creative Director | VaynerMedia, LA

Feb 2021 - Nov 2022


- Creative team lead for TikTok's global social accounts, trusted to manage high-visibility channels while strengthening client confidence and operational reliability
- Directed talent partnerships, on-site event shoots, and net-new content franchises across global audiences
- Creative team lead for Indeed's new paid and organic social strategy
- Remotely led social content, LTOs, tentpole campaigns, seasonal shoots, and new business pitches for multiple major Diageo brands


Senior Art Director | VaynerMedia, NYC


Dec 2018 - Jan 2021

- Executed creative concepting and production for social and above-the-line advertising across Diageo's portfolio, from Ketel One and Baileys to Don Julio, Tanqueray, and Crown Royal
- Directed and shot content, built pre-production decks, and shaped post-production through editing and motion design

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WORK EXPERIENCE (CONT.)

- Managed external vendors, creative teams, and IAT partners to deliver campaign work supporting brand affinity and sales performance
- Supported and led high-impact pitches that secured significant new business and expanded agency revenue

Senior Art Director | Triptent, NYC

March 2018 - Nov 2018

- Directed the rebrand of production company Identity and creative agency Triptent, spanning logo systems, motion design, typography, print, and web
- Pitched and executed integrated campaigns for Pandora Jewelry
- Managed directors, DPs, photographers, stylists, editors, designers, and developers while producing broadcast commercials for Kohl's and PetSmart

Additional Experience | Washington DC – NYC

June 2006 – Feb 2018

Over a decade prior, I built a multidisciplinary foundation across fashion, luxury, retail, and media, blending hands-on creative execution with production leadership. My experience includes shooting and designing catalogs for Timberland, art directing luxury launches for Armadio, and modernizing the visual identity of GURHAN through integrated campaigns that increased brand recognition and e-commerce performance. I have supported national retail brands through print, digital, and in-store marketing at ANN INC. and Judith Ripka, progressed from project management to creative leadership, and built early web, production, and media experience with NYU SCPS, RadicalMedia, and WUSA9.

EDUCATION

• NEW YORK UNIVERSITY

Gallatin School of Individualized Study

B.A. Creative Industry Development, Digital Design

2006-2010

• SYA, SPAIN

Study Abroad Program

2004-2005

SKILLS

- Creativity & Leadership
- Technical Proficiency
- Research & Strategy
- Cultural Insights
- New Business Direction, Development & Presentation
- Art Direction
- Copy Writing & Copy Editing
- Curation & Design
- Project Management
- Communication
- Problem-solving
- Adobe Creative Suite
- After Effects, Figma, Blender
- Pre- through Post-Production
- Runway, Midjourney, Claude, Chat GPT, Gemini, Nano Banana
- Spanish, Italian