

Amy Power

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A creative executive with a proven record building and leading successful agencies, global creative operations and client relationships at the largest companies in the world. Her seamless blend of strategy and empathy drives business results while fostering team growth + developing strong relationships with c-suite executives.

Experience

Fractional Executive - CMO, COO, CEO | 2016-present

Consult and execute: full funnel marketing, brand growth, operations, business development, client management, production

- Select clients: Scott Galloway, L2, Giada De Laurentiis, Machine & Partners, Sophie's Organics

This Place | 2025

Prepped 15 FTE/\$15m leading retail + CX design shop for merger + sale

Managing Director

- Led relations with Google; secured \$8m incremental revenue in 4 months
- Managed and maintained profitable P+L; executed scopes, contracts, NDAs, billing cycles
- Oversaw HR, recruitment, team comp/benefits, operations; managed vendor relationships (payroll, legal, insurance)

Vocabulary | 2022-2024

Founding partner of global creative agency. Scaled team from 2 to 15; +400% revenue; +900% profitability. Responsible for overall strategy, client deliverables, ops, org structure, people leadership + development, financial planning + revenue generation.

Managing Partner | May 2022-May 2024

- Founded + built profitable agency team, scaling from 2 to 15 FTE + 20 active freelancers
- Developed company priorities, ways of working, operational + marketing strategies
- Led key client conversations, sales + negotiations with C-suite at Fortune 100s + SMEs
- Oversaw ops of all company divisions: creative execution, finance, ops, people, marketing, IT
- +400% revenue from EOY 1 to EOY 3; profitability +900%; 50% net profit margin
- Clients: PepsiCo (Lays, Doritos, Cheetos, Tostitos, Havoc, Munchies), Academy of Motion Picture Arts & Sciences, Nike, Spotify, Wieden+Kennedy, Aerflo, Skin Laundry, C2 Financial

R/GA | 2017-2022

Global digital, creative, consulting agency where I led teams responsible for creative, production + media. Responsible for comms + collaboration with C-suite clients + creatives.

Group Director, Client Services | July 2021-May 2022

- Headed all product + services development for Verizon, \$25m account. Led 5 company inter-agency team across creative, production, media, PR and product development.
- Work: VZ 2022 Super Bowl TVC, halftime show app, media placements, organic and paid coverage; VZ design system implementation, VZ B2B (digital, TVC, print, inter-agency team)

Director, Client Services | February 2019-June 2021

- \$15m portfolio: JP Morgan, Chase, Verizon, Samsung
- Led creative across branding, product design, 2D, 3D, live-action, TVC, social (bespoke + at scale), live events, marketing sciences

Director, Presentation Studio | June 2017-January 2019

- Clients: Disney, Magic Leap, Goldman Sachs
- Led multi-disciplinary team executing high-profile, high-budget events: new business pitches, product launches, conferences, keynotes, speeches etc.
- Reorg'd studio as extension of new biz department, +40% win rate, 3x team retention

Refinery29 | 2016-2017

R29 Fellow

Led research, sales ops, sales and product teams to uncover revenue opportunities for media darling. Reported to Chief Revenue Officer.

- Identified revenue opps + implementation strategy for insights agency + affiliate revenue
- Led annual thought leadership study *Her Brain*

Education

Leonard N. Stern School of Business, NYU
MBA, 2016

Recognition

- Stern Scholar; Scott Galloway's Brand Strategy Project of the Year

Activities

- Teaching Fellow, Brand Strategy in a Digital Age, Professor Scott Galloway
- Chair: Branding, Innovation + Design Group

Peking University HSBC Business School
Doing Business in China, 2015

Washington University in Saint Louis
BA with Honors, 2009

Università degli Studi di Padova
Intensive language + cultural immersion, 2007

Additional

Awards

Cannes Lions, Clios, Webby's, OneClub

Languages

Fluent in Italian, proficient in Spanish

Technology

Claude, ChatGPT, Gemini, Figma, Adobe, Microsoft Suite, Google Suite, social platform fluency

Volunteering

- Social Media Team, Women for Biden
- Board member, Tickled Hot Pink: supporting breast cancer awareness + women's health rights
- Board member, Maestra Music: support for women who make music in musical theater

Speaking Engagements

- Her Brain: Refinery29, Google, YouTube, Honest Co., Hint Water, Benefit Cosmetics
- WomanUp: R/GA