

# LINDA UELLEND AHL

## Senior Art Director

Specializing in building brands with long-term relationships and creating campaigns from concept to production.

**my website:** <http://uellendahl-herman.com>

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## VP Senior Art Director

### Greynyc 1982-2009

*Helped grow Slim-Fast from a diet-powder to a varietal offering with ready-to drink cans, meal bars and snacks. Advertising launched new flavors and forms and targeted specific demographics. It became a 2.4 billion dollar brand. Spent over fifteen years on Hess creating stand-out advertising that sold out the Hess Toy Truck every year. In 2008 we sold over 1.6 million units in under 6 weeks... a new record...and an untouchable number in the toy category. Launched the Hess Express brand with television, print and radio.*

*Unilever:* Slim-Fast drinks, bars and meals

*Hess Corporation:* Hess Toy Truck; Hess Express

*Playtex Corp:* Banana Boat; Binanca; Playtex Gloves; Woolite Carpet Cleaner

*Procter and Gamble:* Joy Dishwashing Liquid; Downy; Febreze; Jif

*Color-Tile:* Retail Sales Events

*Eli Lilly:* Humalog; Stratterra

*GlaxoSmithKline:* Polident; Geritol; Sucrets

*Novartis:* Maalox

*Boehringer Ingelheim:* Dulcolax

*Wyeth:* Advil, Flomax, Stratterra, Humalog

*Domino's Pizza*

*Drackett:* Windex; Drano

## Art Director

### William Esty 1979-1982

*Nissan:* Cars and Trucks

*American Home:* Dristan; Anacin

*Colgate Palmolive:* Irish Spring, Fab, Dermassage Dishwashing Liquid

*Chesebrough-Pond's:* Vaseline Intensive Care Lotion; Pond's Cold Cream

*Nabisco:* Milkbone Dog Biscuits; Tuna Twist Sandwich Mix

## Education

Master of Fine Arts-Pratt Institute

Bachelor of Arts- Art and Literature- SUNY Oneonta

## Skills

I work in the Adobe Suite and Quark and have supervised production of magazine ads, billboards, brochures, collateral materials, video and film for over 25 years.

## References

Dave Cohen-SVP Senior Creative Director, Grey 212-546-1614 [dcohen@grey.com](mailto:dcohen@grey.com)

Mark Schwatka-EVP Exec. Creative Director, Grey, 212-546-2168 [mschwatka@grey.com](mailto:mschwatka@grey.com)

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