

# HEART ⚡ HUSTL

Francheska Galloway-Davis

CREATIVE DIRECTOR WITH OVER A DECADE OF EXPERIENCE  
HELPING BRANDS CONNECT WITH HUMANS IN A MEANINGFUL WAY.

*Creating with purpose is my passion.*

Here are some examples of work that I'm proud of, that got noticed, and made people *feel something*.

**Challenging** a tech start-up to go against the health and wellness industry with a [global brand platform](#) so powerful Khloe Kardashian talked about it and [Cosmo UK](#) stole it.

**Revitalizing** a national restaurant chain with a buzz-worthy [Drake meme](#).

**Motivating** people to take recreational drug safety seriously with a [Fast Company World Changing Idea](#).

**Inspiring** a small town in Canada to [give a SH\\*T](#) about the opioid epidemic that's killing them.

**Empowering** a sextech company to convince women to [#stayhome](#) during the pandemic.

**Helping** a fintech start-up [take a stand](#) against the lies of the big banking industry.

## Work //

### FREELANCE CREATIVE

July 2022 - present

### THE GARDEN

Creative Director // Oct 2021 - July 2022

Associate Creative Director // Mar 2019 - Oct 2021

### ARRIVALS & DEPARTURES

Associate Creative Director // Feb 2016 - Feb 2019

Sr. Art Director // Jun 2013 - Feb 2016

### YOUNG & RUBICAM

Art Director // Jun 2010 - May 2013

## Skills //

- **BIG IDEAS**
- **STRATEGIC THINKING**
- **CREATIVE MENTORING**
- **CLIENT PARTNERSHIP**
- **METICULOUS DESIGN**

## Press links //

- **LBB HIGH FIVE**
- **SHOTS**
- **FAST COMPANY**
- **ADAGE**
- **ADWEEK**

