

# ARTHOUSE

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## **ARTHOUSE ANNOUNCES RACHEL DONOVAN AS CHIEF CREATIVE OFFICER**

ARTHOUSE, one of New York City's leading creative media agencies led by CEO Sara Fitzpatrick, announced today that Rachel Donovan will join the ARTHOUSE team as Chief Creative Officer.

Donovan, formerly the SVP, Executive Creative Director at Jack Morton Worldwide, has worked with a host of prestigious clients, including Cadillac, Chevrolet, GE, AT&T, Target, Pepsi, RB, IBM, Olay, Airbnb, Dove, HBO, and LVMH. Her brand experience ranges from automotive, beauty, packaged goods, luxury goods, entertainment, and tech.

A graduate of the School of Visual Arts with a BFA in Advertising and Graphic Design, Donovan began her career as an Art Director at BBDO, and has also held positions at Havas, Publicis, UniWorld, SapientNitro, Spike Lee's advertising agency-SpikeDDB and McCann. Her branded content work for Chevrolet Impala featuring John Legend and Cadillac work featuring Teddy Bridgewater won her two CLIO Awards.

"In continuing to grow the business, it is vital to me that the heart of ARTHOUSE remains with the creative," CEO Sara Fitzpatrick said. "That's why it is so important to me to welcome Rachel in the crucial role of Chief Creative Officer. Her vast experience developing ground-breaking, integrated advertising campaigns and brand experiences for both global and local brands will bring fresh thinking necessary to our space. The creative element in our work is fundamental to successfully communicating and connecting with our audiences. Rachel is a leader in her field and having her on board will elevate the caliber of work we provide to our diverse roster of clients."

"I have always revered Sara as a female business owner, and New Yorker" Donovan said. "She cares deeply about our city, the arts, and our ability to move culture forward. She's created an unparalleled, positive working environment at ARTHOUSE anchored in creativity, transparency and absolute teamwork, which is the key to success for our team and our clients. ARTHOUSE has rekindled my deep love and passion for this business."

ARTHOUSE is a full-service media agency that partners with forward-thinking web advertisers in the strategy and design of innovative brand campaigns. Their services include branding, content creation, social management and media buying with a focus on how creative drives campaign success.

The team of digital strategists, creatives, and media specialists believe that today's brands need more than just impressions to succeed; they need thoughtful conversations. We work with our clients to create campaigns that are beautiful and strategic—converting users into active and engaged customers.

For more information about ARTHOUSE, visit [www.arthousenewyork.com](http://www.arthousenewyork.com).