



As an art director for a California-based advertising agency, Minnesota native Carrie Ammermann, class of 2004, has designed global campaigns for some of the nation's largest companies .

Talking TO THE Masses

Carrie Ammermann, a native of Clara City, Minn., and a 2004 graduate, didn't exactly plan on a career in advertising.

It just sort of worked out that way.

"Advertising sort of fell into my lap. When I started college, I believed that my life's calling was to become a doctor. I had been artistic in high school but had no desire to pursue art professionally. Even so, I knew it wasn't something that I wanted to let go of completely. So in addition to my biology and chemistry classes, I signed up for Tom Shield's Intro to Painting course," Ammermann whose graphic design works were on display this fall in Augustana's Eide/Dalrymple Gallery, said in her "Artist's Statement."

With Shields' encouragement, Ammermann took a leap of faith and changed majors the following semester.

After graduating, she took a job as a designer for Lawrence & Schiller, a marketing-communications firm in Sioux Falls.

It didn't take long, Ammermann said, before she got the itch to work in the big leagues and affect consumers on a global level.

"I wanted to do more than just make the work look pretty. I wanted to be the brains behind the idea that made a campaign succeed."

"So, I packed what I could into the back of my car and headed to the East Coast to pursue a master's degree in advertising from Virginia Commonwealth University (more commonly known as the VCU Brandcenter)."

After graduate school, she landed a job as an art director at Goodby, Silverstein & Partners in San Francisco. During her tenure, Goodby was named *Adweek's* "Agency of the Decade," beating out shops from around the world for the honor.

"I had the opportunity to work alongside some of the best from across the globe on Häagen Dazs, Sprint, Comcast and Hewlett



"SELF" by Carrie Ammermann '04.

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Packard.

Ammermann later moved to Butler, Shine, Stern & Partners, a smaller, creative-driven agency in Sausalito, Calif. BSSP was recently named *Adweek's* "Small Agency of the Decade."

In her current role, she's able to work with clients such as MINI Cooper, RadioShack, Priceline,

Sorel and Columbia Sportswear.

Her experiences at Augustana, she says, were instrumental in helping her get to where she is today.

"The artistic education I received at Augie has been indispensable to me as an art director. And although advertising is more business than art, the foundation

that was laid during my college years, combined with a good work ethic, has enabled me to be successful in the industry and do what I love to do. I currently live in San Francisco, a beautiful place to live, though I frequently go back to Minnesota, which I also call home."