

Freelance Creative Director | Writer | Branding Expert | New Business Ace Immersive Experience Creator | Experiential Storyteller



www.serenaconnelly.com

Serena Connelly is a “Swiss-Army Knife” Creative Leader, Branding, Advertising, and Experiential Storyteller, who thrives on combining brand purpose with emerging technologies to solve business problems, launch global brands, create 360 campaigns, and position clients as leaders in innovation.

As a new business expert, she has been the trusted voice for establishing the story, vision, and pitch theater for many of Accenture’s “Mega Deals” of \$300 million–\$1 billion.

Known as a “Writer’s Writer” she enjoys crafting positive brand narratives, establishing brand platforms, inspiring dialog, campaign launch videos, and emotionally resonant manifestos.

Connelly’s work also includes several award-winning, immersive Virtual Reality and Mixed Reality experiences, large site installations, custom apps, and festivals and live events.

As a Mentor, she’s also known for elevating her teammates’ level of craft. Her work is executed with the highest possible aesthetic quality, and polish because she believes that all brands deserve the transformational modernization that is achieved through elevated design.