

Recommendations

“ Dawn is awesome in every way a creative person can be awesome. You might not know it to look at her, as her hair is normal and she has no visible piercings, but she is highly creative. And she is able to deliver that creativity on demand which is the mark of a true professional. Then there is here commitment and loyalty to the people around her and the task at hand. It is unwavering. I give Dawn my highest possible recommendation.



Alex Bogusky

Investor/Advisor

September 27, 2012, Alex managed Dawn directly

“ Dawn, also known as Tenacious D, is a seasoned creative who has never met a brief she can't crack. Her art directional ability combined with her depth of conceptual thinking make her a huge asset to a creative department. She is insightful, deep, hungry for excellence and has the midas touch when it comes to turning a dull brief into an award winning idea. She's a pleasure to work with and learn from.



Anthony Moss

Executive Creative Director, Grey Melbourne

October 12, 2012, Dawn worked with Anthony in the same group

“ Dawn is a seriously driven, creatively agile art director with that hard to find Midwestern work ethic. And although she didn't really work on any of my accounts, I know she was a key contributor in the group she was in. I mean, that's what I think was going on; Crispin got to be a pretty big place so it was hard to tell who was doing what most of the time.



Bill Wright

Global Executive Creative Director at McCann Worldgroup

August 9, 2012, Bill was senior to Dawn but didn't manage directly

“ dawn is a great art director and extremely nice to work with. I'd definitely recommend her to anyone looking for a hand.



Brian Tierney

Freelance Creative Director/Copywriter at 11:11 LLC

August 9, 2012, Dawn worked with Brian in the same group

“ If Dawn's amazing attitude and calmness doesn't get you, her attention to detail will. I have with Dawn on multiple occasions and she always came through with well thought ideas out and tight visual solutions.



Brian Lambert

Creative Director at Carmichael Lynch

August 10, 2012, Dawn worked with Brian in the same group

“ Thank goodness for people like Dawn. She is a shiny light, full of optimism, determination, grit and fire. She'll amaze you with her creativity and her solid AD chops. I had the pleasure of at CP+B over several years. She is an asset and any shop would be lucky to have her.



Veronica Padilla

Design, Illustration, Direction at Freelance

August 10, 2012, Dawn worked with Veronica in the same group

“ Now that you've seen how talented Dawn is on cyber-paper, you really should meet her. She's one of the nicest, most up-beat, most idea-generating creative forces I know.

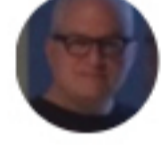


Bryan DeYoung

Writer - CD

August 9, 2012, Dawn worked with Bryan in the same group

“ Damn! Writing a reco for Dawn can be daunting. So much to say, so little space. Dawn was a lifesaver. Still is. She gets it. She understands the business side of the biz and yet manages to create kick ass work. Her conceptual style is to be envied, her work is strong and right on target (and she's ALWAYS striving to kick it up a notch or two - or three) and just being around her makes one feel awesome. She's nurturing, smart, talented, witty and I wish I was working with her again. Dawn is quite possibly one of the best people I've had the good fortune with whom to work.



Ed Huerta-Margotta

Director of Talent Acquisition-Carmichael Lynch

August 9, 2012, Ed managed Dawn directly

“ Dawn is a force of her own. When I started at CP+B Miami I was fascinated with her. She combines being one of the most caring and patient people I know with being very creative and on task. She is a freak of nature that way and she will always be a great inspiration to me.



Anja Duering

Creative Director at 180LA

February 11, 2013, Dawn worked with Anja in the same group

“ Dawn is strong minded and dedicated. Her work stands out for it's simplicity as well as it's insight. And as a tangential bonus, if need be, she can gracefully work with Japanese guys who whose english isn't that good.



Scott Wild

Creative Director/Writer

October 12, 2007, Scott was senior to Dawn but didn't manage directly

“ Working alongside Dawn during my time at Crispin was an absolute delight. Not only is she incredibly smart with great ideas and a strong creative conscience, but has a stellar work ethic too. Dawn's influence extended beyond the creative department; she often acted as a mentor to junior team members, and her attitude truly created better conditions for everyone to work in. I can't express enough how wonderful it was to have worked with her.



Laura Agricola

Director of Client Service

August 15, 2012, Laura worked with Dawn in different groups

“ Dawn kills it. She knows the business like the back of her skilled art director hand, and has loads of experience. She's also a pleasure to work with.



Pete Majarich

Design | Direction | Digital

August 13, 2012, Dawn worked with Pete in the same group

“ I can't say enough good things about my time working with Dawn. She's an amazing talent with endless passion for her craft. Some of Crispin's greatest work was thanks to her.



Jim Heekin

Co-Founder, Luncher

August 11, 2012, Dawn worked with Jim in the same group

“ Dawn is one of the most talented Art Directors I have ever known. Her imagination and creative spark has no boundaries. Her execution is flawless and her personality, infectious. She is indeed a force to be reckoned with. If you are fortunate enough to have Dawn on your team, fasten your seat belt and be prepared for one helluva ride! She's a rock star!



Lee Allan

Creative Director @ Gage

August 29, 2012, Dawn worked with Lee in the same group

“ Dawn has a rare and gifted insight into how to best communicate a complicated message to her intended targets. She is highly strategic and develops all of her work based on a rational foundation; she sees opportunities where others see simply questions. She is extremely aware that subtle details can make all the difference when crafting brand messages and is compelled to seek them out to make whatever she is working on truly noteworthy. I am proud and privileged to have worked with her for more than 12 years and hope to do so for many years yet to come.



SUE BROWN

Senior Marketer ► Building Business Via Intelligent Insight, Cutting-Edge Strategy and Innovative Implementation

April 29, 2008, Dawn worked with SUE in the same group

“ This gal is a true self-starter that reaches high for creative solutions that are also smart business moves. Never gives up on making her work better. She's also fun, collaborative and smart.



Donna Gary

Production and Business Affairs Consultant

September 2, 2015, Donna worked with Dawn in different groups

“ Dawn always had the best lunches and would sometimes share them with me. She would also protect me from the tyrant chihuahua who shared our office. I miss Dawn.



Tucker Moss

Big Brother, Head of Security at M & Ds

October 23, 2012, Dawn was senior to Tucker but didn't manage directly

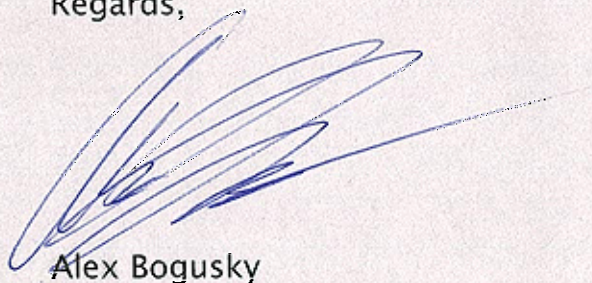
April 24, 2006

To Whom It May Concern:

Dawn Yemma is a bad-ass. She may not fit the casting specs for a hard charging advertising creative but I assure you she is all that, but without the attitude that sometimes comes with those privileged ad school types. Dawn weaseled her way into CP+B and immediately on landing was part of some of the best work we were doing. She took her comfortable design career and shot it out of a cannon to get into advertising at the age of, well, not right out of college anyway. I think she has enviable courage is I guess what I'm trying to say.

So at this point I hope it would be redundant to say that Dawn would be an amazing addition to any department. But this is advertising and we embrace redundancy. We love her, wish we could keep her, and we will miss her.

Regards,



Alex Bogusky





brew:

Dear Creative Director,

Don't judge a book by its cover. How many times have you heard that? Dawn Yemma is a grandmother, a girl from a small town in North Dakota and proud of it. No, she doesn't look or act like a hipster, other than the bright blue Mini she drives. But her work and her grasp of new media are as cutting edge as that of any 20-something. Her book and reel are testament to that.

Dawn is a complete package: highly conceptual, a great design eye, deft in all forms of production, a self-starter, a strong mentor, natural collaborator, and comes with the kind of work ethic and humility you'd expect of a small town girl from North Dakota. She knows how to take a small budget, impossible deadline or demanding client and make something amazing out of the opportunity.

Brew is a small creative shop, where everyone is asked to pitch in and wear many hats. Dawn never hesitated to do whatever was asked of her, and much more. Yet, she would be just as home at a larger agency, as her resume proves.

As the former ECD at Fallon, I had the opportunity to work with some of the best art directors in the world. I can tell you, without hesitation, that Dawn ranks with the best of them. She will never let you down, but she will always surprise you with her creativity, drive and great taste.

Sincerely,



Bruce Bildsten
Partner & Creative Director