

Please consider this Hatch NextGen Award nomination for Kylee Hegarty a spring 2020 graduate of the Boston University College of Communication.

Kylee Hegarty is both a visual and verbal thinker, and always delivers something ridiculously smart on every project. In my entry-level creative thinking class at BU I always give a headline writing assignment to ferret out the potential copy talent. In a class of twenty her submission was a “who the hell is this?” moment. Since then all Kylee has been doing has been coming up with sophisticated creative ideas.

When Kylee had a junior summer internship at Digitas in Boston they offered her a full-time job for the next year. When have you ever heard of an agency offering an intern a full-time gig for nine months in the future? Exactly. Digitas even had Kylee writing spots for their client Bank of America client AS AN INTERN. Unfortunately, the virus arrived and weeks before graduation this opportunity disappeared but it’s worth noting.

As mentioned above she can think both visually and verbally and like many of BU’s best she has placed at the Young One’s with a [Bronze Pencil](#) in a very competitive category and client for the New York Times.

As a creative director I can tell you she is already more mid-level than junior as a talent and has never disappointed when solving a creative problem. This is no typical student portfolio, there is not a miss in the bunch.

Check her work out here: <https://www.kyleehegarty.com/>

Nomination by:

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