



## WORK EXPERIENCE

### OLIVER AGENCY

SENIOR ART DIRECTOR | 10/25 - PRESENT

Lead social-first creative development and content strategy across major consumer brands, including Kimberly-Clark portfolios such as Pull-Ups and Goodnites, developing platform-native campaigns and monthly content ecosystems across Meta, TikTok, and other social channels. Concept and oversee organic social calendars, collaborate with creators and cross-functional teams, and present creative strategies to clients while guiding visual direction and ensuring cohesive brand storytelling across social campaigns.

### DONER

ART DIRECTOR | 02/24 - 10/25

Developed integrated 360° campaigns across TV, print, social, digital, PR, broadcast, and retail design for brands including Meijer and The UPS Store, maintaining brand identity through strong visual direction and concept development. Led creative from ideation through production—directing photo and video shoots, collaborating with vendors, presenting campaign concepts, and designing cohesive campaign systems across typography, layout, and in-store experiences.

### BIEN

FREELANCE GRAPHIC DESIGNER / ART DIRECTOR | 11/23 - 12/23

Partnered with the Creative Director to lead the art direction and design of LinkedIn ad campaigns for tech brand, driving the visual creative from concept through final execution. Served as both AD and designer on the project, ensuring cohesive, platform-optimized creative that aligned with tech's brand standards and campaign objectives.

### 3Q/DEPT

JUNIOR ART DIRECTOR - ART DIRECTOR | 03/22 - 10/23

Developed performance-driven creative across Google ad platforms and paid social channels including Meta, TikTok, and Snapchat, supporting campaigns for a globally recognized technology brand. Concepted and produced advertising-focused social and video assets optimized for cross-platform distribution, partnering with brand and media teams to execute A/B testing and refine creative through data-driven insights to improve campaign performance and engagement.

### FCB CHICAGO

JUNIOR ART DIRECTOR - ART DIRECTOR | 06/20 - 03/22

Developed integrated creative campaigns across social, digital, retail, email, and out-of-home channels, including point-of-sale and social campaign work for PACCAR and Diners Club, collaborating with cross-functional teams from concept through final production. Led and supported video and photo shoots while creating campaign visuals, in-store assets, and rebranding solutions, ensuring cohesive brand execution and seamless asset delivery across platforms.

### 24G

INTERN ART DIRECTOR | 04/15 - 06/20

Supported creative development across digital, social, and eCommerce projects, producing visual assets including product photography for Amazon listings, Audi UI/UX design concepts, and illustrated content for client campaigns. Managed internal social media content while assisting with photo and video retouching, contributing to cross-functional creative work spanning design, content production, and digital experiences.

## MY SKILLSETS

### ART DIRECTION & CONTENT CREATOR

- BRAND IDENTITY
- CAMPAIGN DEVELOPMENT
- DECK DESIGN
- STORYTELLING
- VIDEO DIRECTION
- PHOTOGRAPHY DIRECTION
- MOTION DESIGN
- TYPOGRAPHY
- CONTENT CREATION

### HANDS ON SKILLS

#### ADOBE CC SUITE

- PHOTOSHOP
- ILLUSTRATOR
- INDESIGN
- AFTER EFFECTS
- PREMIERE PRO
- XD

#### FIGMA

#### SKETCH

- PHOTOGRAPHY
- CINEMATOGRAPHY
- MOTION GRAPHICS

## AWARDS

### ONE SHOW

2020 | SILVER PENCIL

### AADY AWARDS

2020 | SILVER AADY

## EDUCATION

### COLLEGE FOR CREATIVE STUDIES

DETROIT

BFA ADVERTISING | 2020