



EXPERIENCE

Junior Art Director | The Brand Leader

Greenville, SC | March 2024 - Present

- Directs creative shoots by leading visual direction, styling, and on-set execution with internal and external production partners
- Assists in producing video & photo content for clients such as Bubl Cocktail Shots, Kubota Sake, ISCO Spirits and more
- Works as part of the creative team to concept and execute campaigns, delivering impactful digital and print assets for clients such as Ventura County Coast, 689 Wine Cellars, Bubl Cocktail Shots, Spero Financial, and more
- Helps TBL audit current clients creative so that we can go above and beyond to deliver best final product for our clients

Freelance Art Director | Soteria Battery Innovation Group

Greenville, SC | November 2023 - March 2024

- Worked to further develop brand look & feel
- Concepted, designed, and created digital & print deliverables
- Independently handled all aspects of production for product photography & video projects

Junior Art Director | The Cargo Agency

Greenville, SC | August 2021 - November 2023

- Worked as part of the creative team to concept & execute a variety of campaigns ranging in size from local to international
- Concepted, designed, and created digital & print deliverables for clients such as Lenovo, LG, GE, Skip the Dishes, Mercedes Benz, and more
- Worked closely with production team to design sets and was heavily involved on set with the art department for a number of video projects

Freelance Junior Art Director | Trade School

Remote | May 2021 - August 2021

- Worked with remote team to develop creative concepts for Ninja Foodi
- Created visuals for storyboards using stock images/videos
- Created & revised boardamatics for client presentations

Graduate Teaching Assistant | The University of Alabama

Tuscaloosa, AL | August 2019 - April 2021

- Assisted with APR 300 graphic design labs
- Held weekly SHOP (Software Help On Projects) hours to assist students
- Acted as Webmaster for the Alabama Program in Sport Communication & the A+PR Graduate websites

Photographer & Public Relations Assistant | Iron City Studios

Birmingham, AL | May 2015 - July 2020

- Took & edited photos for contracted schools & organizations
- Strategized with team about social media content
- Delivered creative & unique photos while working within restrictions
- Designed graphics for marketing materials & studio products
- Trained new photographers & staff members

Public Relations & Marketing Assistant | Gathings Law

Birmingham, AL | May 2017 - May 2019

- Researched, planned & produced social media marketing strategies & campaigns
- Managed & created content for Facebook, Twitter, Instagram, & LinkedIn
- Art directed, filmed, edited & produced videos for social media
- Designed graphics for marketing materials & social media
- Designed, wrote copy for & worked with printing & distribution companies to produce promotional materials
- Updated & maintained website & blog

Photographer's Assistant | Alanna Rose Photography

Birmingham, AL | January 2014- July 2020

- Assisted in the organization, planning & implementation of photoshoots
- Assisted with art direction & styling for photoshoots
- Managed & created content for social media & blogs

CONTACT

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SKILLS

Photography
Photo Editing/Retouching
Illustrator
Photoshop
InDesign
Figma
Premiere Pro
Lightroom
Set Dressing
Set Design
Stripo
WordPress
Creative Strategy
Graphic Design
Event Planning
Videography
Video Editing
Makeup & Styling
Quick Learner
Public Speaking
Air Hockey

AWARDS

Silver ADDY Award, 2022
Lenovo/Microsoft
'That's an 11'

National Student Silver ADDY, 2021
Farrow & Ball
'Colour Tells A Story'

EDUCATION

Master of Arts
Advertising + Public Relations
The University of Alabama, 2021

Bachelor of Arts
Mass Communication
The University of Alabama at Birmingham,
2018