

EDUCATION

Savannah College of Art and Design (SCAD)

B.F.A. Advertising and Branding, Spring 2016 – Savannah, GA

CONTINUING EDUCATION

Wix.com | Design Playground: Web Design Certification – New York, NY

Debbie Millman | Why We Brand Why We Buy – New York, NY

The New York Times | Art Direction For Print and Web – New York, NY

Jessica Walsh | Incorporating Fun into Work – New York, NY

WORK EXPERIENCE

Oliver Agency (August 2019 - Present)

Digital Art Director/Digital Designer - New York, NY

- Art Director and Designer for beauty/haircare brands including: Love Beauty & Planet, Tresemmé, St. Ives, and Suave. Creative lead on photo shoots used cross platform. Design lead for e-commerce activations including banners and other B2C assets.

Beauty @ Gotham (January 2019 - August 2019)

Digital Design Lead - New York, NY

- Lead Digital Designer for global social and digital assets for Maybelline Cosmetics, including graphics, gifs, and web modules.

Wunderman (June 2016 - October 2018)

Global Social Design Manager - New York, NY

Lead designer and social media manager for Wunderman's global communication channels. I began at Wunderman D.C. as a Art Direction and Social Media Intern and have since been promoted twice. This included a move to HQ in NYC to work as the Global Social Media Coordinator. Within my first year I was promoted to Global Creative Content Manager.

- Fueled a 200% growth in Wunderman's social media channels
- Launched a global campaign with Adobe at Cannes Festival of Creativity which garnered twenty-three million impressions

Zimmerman Advertising (May 2015 - August 2015)

Art Director Intern - Ft. Lauderdale, FL

- Created supers for Nissan's national campaign featured in Time Square
- Created social media content for Logan's Roadhouse which included food styling and overall Art Direction.

AWARDS & HONORS

NY Festivals Advertising Awards, Print: Health & Wellness, Shortlisted 2020

MvVo Oculus, Featured Photographer, NYC 2020

MvVo Link NYC, Featured Photographer, NYC 2019

Superfine! Featured Photographer, Washington, D.C. 2018

Sotheby's MvVO Ad Art Show, Featured Photographer, NYC 2018

Katie's Art Project [the art project], Curator and Featured Photographer, NYC 2017

SKILLS

Art Direction, UI/UX Design, Social Media Specialist, Adobe Creative Cloud, Sketch, Photography, Retouching, Fashion Trend Forecasting, and Extensive knowledge of Fibers (textiles)