



## EXPERIENCE

### **TRACYLOCKE**

#### **CHICAGO, IL**

OCTOBER 2020-PRESENT

### **FCB CHICAGO**

#### **CHICAGO, IL**

MAY 2018-OCTOBER 2020

### **TRACYLOCKE**

#### **CHICAGO, IL**

JUNE 2013- MAY 2018

### **TRACYLOCKE & HAYGARTH**

#### **WIMBELDON, UK**

OCTOBER 2017-

NOVEMBER 2017

## AWARDS & SKILLS

### **ASSOCIATE CREATIVE DIRECTOR**

Concepts and assists in leading the visual direction for shopper marketing activations at a global and national level in collaboration with other creatives, strategists, and account management. Manages projects as well as a team of lower-level art directors, designers, and copywriter to deliver on client expectations and meets deadlines. Works closely with illustrators and photographers to achieve desired results. Clients include *SC Johnson*.

### **SENIOR ART DIRECTOR**

Concepted and art directed brand campaigns through-the-line to shopper activations in collaboration with other creatives, strategists, and account management. Managed projects as well as lower-level art directors and designers. Worked closely with illustrators, photographers, and directors to achieve desired results.

Concepted and art directed the winning pitch idea for the account *Stonefire* in partnership with a copywriting partner.

Clients included *Stonefire*, *Cox Communications*, *General Electric Appliances*, and *Goodyear*.

### **SENIOR ART DIRECTOR**

Concepted and art directed shopper marketing tentpole activations and toolkits for the *Kellogg's* portfolio of brands in collaboration with other creatives, strategists, and account management. Managed and mentored lower-level art directors, designers, and freelancers on projects. Worked closely with illustrators and photographers to achieve desired look and feel.

Helped win the *Kellogg's* account for the company by designing and art directing one of the presented concepts.

Moved to Chicago to help start the office in 2015 after winning *SC Johnson* and on-boarded the account. Gained global shopper marketing experience working on brands such as *Ziploc*, *Glade*, *Raid*, etc.

Has experience working on brands such as *Pop-Tarts*, *Frosted Flakes*, *Ziploc*, *Glade*, *Raid*, *Pepsi*, *First Data*, and more.

### **SENIOR ART DIRECTOR**

Spent three weeks working in the UK TracyLocke office. Helped build relationships and communication between the US and UK office, while designing and art directing projects for clients such as *SC Johnson*, *Warner Brothers*, *Vodafone*, etc.

### **2018 EFFIE AWARD**

#### **BRONZE, SINGLE-RETAILER PROGRAM: MASS MERCHANTS**

Helped concept the *Glade Roadster* new product launch at *Walmart* activation. Designed the look and feel of the program.

### **PROFICIENT IN**

Photoshop, Illustrator, InDesign  
Illustration (Traditional and Digital)  
Keynote, PowerPoint

## EDUCATION

### **SYRACUSE UNIVERSITY**

#### **B.F.A. in Fine Arts, Communications Design**

AUGUST 2009-MAY 2013