

MACKENZIE SNIDER

Art Director

CONTACT

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SUMMARY

Multitasking Art Director that has developed exceptional teamwork and people skills, whose best talent is creative graphic design and discovering evolving solutions. That believes each brand has a unique story to tell, and has skills in crafting engaging and effective advertising campaigns that capture that story and resonate with audiences.

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN, SAVANNAH, GA

Graduation Spring 2023

B.F.A Advertising & Branding, Art Director

CERTIFICATES

TBAISD CAREER TECH CENTER,
TRAVERSE CITY, MI

Business Career Program, Sep. 2017 - Jun. 2018

SKILLS

Graphic Design	Procreate
Photography	Photoshop
Copywriting	Indesign
Videography	Typography
Figma	Poster Design
Canva	Fashion
Adobe Illustrator	Social Media
Adobe Photoshop	Adobe InDesign
Modeling	Adobe Acrobat
Print Design	Keynote
Strategizing	Powerpoint
Aesthetics	Content Creator
Influencer Marketing	E-Commerce
Brand Alignment	360 Campaigns
Writing	Digital Strategy
Concept Development	Media Design
	Youtube

WORK EXPERIENCE

Paul Stuart - New York, NY - Creative & Content Designer : Nov 2023 - Sept 2024

- Successfully managing cross media campaigning over multiple platforms.
- Applying proper time management/team work skills, to assist my boss and help lead the media team.
- Developing media graphic designs and visuals.
- Increased followers across all 5 of our media platforms.

Copper Penny - Content Creator & Sales Associate - Winter 2023 - April 2023

- Mock up store displays before implementing them.
- Utilized strong organizational skills to keep up with shipments, new collections.
- Established sales quotas.
- Maintained Client relations by sending out letters and special deals to priority customers.
- Increased online sales revenue through custom strategic social media campaigns.

Madam Butterfly, Savannah, GA - Server - September 2022 - March 2023

- Created a welcoming environment for customers.
- Increased customer satisfaction through balancing priorities.
- Successfully worked in a high intensity work environment.

Target, Traverse City, MI & Savannah East, GA - Style Consultant- November 2021 - February 2022

- Maintained store visual merchandising by arranging displays to keep up with the current trends.
- Experienced in working an on-call position.

Robin Vilter Group, Maple City, MI - Realtor Assistant - Summer 2021

- Hospitality management, coordinated Housekeeping schedules for 15 properties.
- Greeted clients on-property and maintained client relations.
- Researched property details to assure authenticity in client communications.
- Managed rental properties.
- Coordinated check-ins/check-outs with renters to maintain the scheduled arrival times of the cleaning crew.

Northern Pines Farm, Maple City, MI - Barn Manager and Trainer Internship: Sep 2016-Jun 2017, Sep 2018-May 2019

- Properly manage a large, successful equestrian barn/operation.
- Assist in training other young riders.
- Starting young horses.
- Managed monthly barn supplies & scheduling.

ACADEMIC CAMPAIGN EXPERIENCE

Nike Origin, Art Director - Mackenzie Snider

- This campaign brought awareness to the long and challenging journeys immigrants have to take to come to the US.
- Conveyed immigrants origin stories through a new shoe launch, website integration, OOH ads, Origin podcast, and a social challenge.
- I designed the Nike Run Club App takeover, Instagram post, Consumer Profile, and Brand Guide.

PETA Billboard Takeover, Art Director - Mackenzie Snider

- The campaign was shortlisted in the Integrated category for The One Club for Creativity's - 2023 Young One's Competition.
- Presentation and Campaign Brand Guidelines Designer.
- Collaborated with a team to create the campaign concept.
- Developed and collaborated The Times Square Uncaging tactic
- Created a multi-media campaign that brought awareness to the speciesism within the fashion industry.