

SALLY COLLINS FACE

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OBJECTIVE

Seasoned advertising art director and graphic designer skilled in digital and traditional media. To join a creative advertising, or media agency or be part of a design and marketing team in an arts or entertainment industry in the New York area. Work with creative team to develop insights and strategies for innovative ad campaigns. Team leader and project manager able to collaborate with internal media and account services teams. Partner with marketing teams to best reach and engage the consumer.

SKILLS

Microsoft Office Suite • Adobe Creative Cloud Applications; Photoshop, Illustrator, In Design, Dreamweaver and After Effects • Search Engine Advertising - Google Ad Words • Social Media Advertising - Facebook • Web design - Muse, Dreamweaver, Wordpress • Mobile design apps - Spark, Canva

WORK EXPERIENCE

FREELANCE Present

Art Director & Graphic Designer

- McCANN | MRM Partners, NYC - Direct Marketing
- HARPER COLLINS Publishers, NYC - Book Covers & POS Promotions.
- TIME WARNER | DC COMICS, NYC - Merchandising design for branded characters
- METROPOLITAN MUSEUM OF ART, NYC - Exhibition catalogues including "The Year One"

iFACEADS, LLC. Present

Founder & Creative Director

- Create Google Ad Words for search and Facebook Ads for social media campaigns
- Manage digital text, display ads, banners and video ads
- Develop digital brand and campaigns for search and social media advertising

INTERFACE DESIGN, INC.

Founder & Creative Director

- Provided full range of design services for traditional print advertising
- Created web site designs
- Managed cross functional teams.
- Specialized in brand identity campaigns to small and medium size businesses

BBDO New York, NYC

VP of Creative Technology

- Integrated cutting-edge Mac digital technology into existing process of creative development, presentation and production of advertising campaigns
- Trained creative team members to use Adobe software and hardware
- Established and managed an in-house Mac based digital Video Graphics studio for creative teams to develop TV commercials and motion graphics.
- Created website initial concepts and development

EDUCATION

• **Pace University, NYC** 2018

Advanced Graphic and Web Design Certificate

• **Fordham University, Harrison, NY** 2018

Digital and Social Media Marketing Certificate

• **Parsons School of Design, NYC**

Associate of Applied Arts in Graphic & Advertising Design

• **NYU Institute of Fine Arts NYC**

Masters in Art History

• **Smith College, Northampton, MA**

Bachelors in Art History (cum laude) Minor: Studio Art