



OLIVIA
COOKFAIR

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oliviadesign

EXPERIENCE

Advantage Unified Commerce, Remote
Senior Art Director » April 2018 - Present

Art Director » January 2017 - April 2018

Junior Art Director » June 2015 - January 2017

- Develop and execute creative shopper marketing and consumer promotion materials for agency, client and new business initiatives including campaign concepts, key visuals, banners, social media, e-mail blasts, microsites, point-of-sale and more
- Efficiently balance multiple projects, timelines, and deliverables across print and digital
- Collaborate with copywriters, developers, strategic planners, account directors and production team from conception to completion to successfully achieve brand objectives
- Mentor and direct junior staff throughout project execution
- Present design and strategic thinking to both internal and external clients
- Work with upper level managers to coordinate client photoshoots
- Maintain the creative direction and expectations for specific projects, to ensure they fit the client, brand, retailer, and overall business objectives, and are cohesive across entire campaigns

School of Media Sciences, RIT, Rochester, NY

Manager » August 2013 - May 2015

DPC CSR, Output Technician and Labbie » September 2012 - May 2013

- Oversaw student workers in the labs and print facilities
- Facilitated printing on wide format and large scale digital printers

Moffly Media, Westport, CT

Digital Media Intern » May 2014 - August 2014

- Posted monthly print content to the website backend
- Coordinated and updated events list
- Oversaw promotion of sponsored events - social and newsletter
- Coordinated events list with weekly newsletter
- Photographed local towns to create stock images for Moffly
- Designed art for website/social media

VariDirect Solutions, New York, NY

Assistant Production Manager » May 2013 - May 2014

- Oversaw the production and fulfillment of client jobs
- Laid out customer files for print
- Printed and finished client jobs
- Created purchase orders and invoices for clients and vendors

EDUCATION

Rochester Institute of Technology, Rochester, NY

Bachelor of Science in Media Arts and Technology, May 2015