



OLIVIA COOKFAIR

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203.885.5643

oliviadesign

EXPERIENCE

Senior Art Director » April 2018 - Present

Art Director » January 2017 - April 2018

Junior Art Director » June 2015 - January 2017

IN Connected Marketing, Norwalk, CT

- Develop and execute creative shopper marketing and consumer promotion materials for Agency, Client and New Business initiatives including campaign concepts, animated and static banners, social media, e-mail blasts, microsites, point-of-sale and key visuals
- Balance multiple projects, timelines, and deliverables across print, web and mobile
- 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

Manager » August 2013 - May 2015

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

School of Media Sciences, RIT, Rochester, NY

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

Digital Media Intern » May 2014 - August 2014

Moffly Media, Westport, CT

- 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

Assistant Production Manager » May 2013 - May 2014

VariDirect Solutions, New York, NY

- 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