

curriculumvitae

VANESSA TRUOG

art director

vanessavy@gmail.com

Dallas Cell (214) 901-7012

SKILLS

- adobe creative suite
- art & creative direction
- project management
- conceptualizing photoshoots

EDUCATION

Full Sail AS Digital Media
Broward College Graphic Design
Art Institute Graphic Design

HONORS & AWARDS

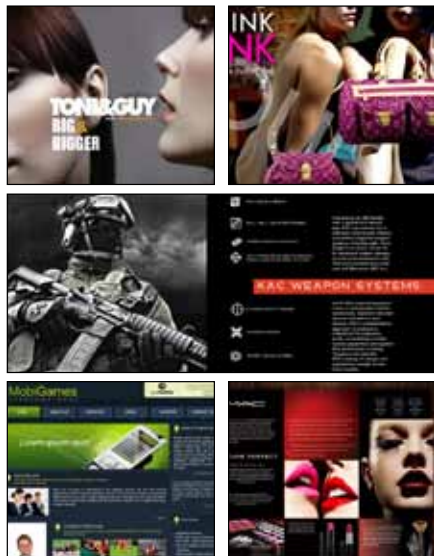
Sophie Awards
Finalist Award - Best executed
Harry Potter iPod ad campaign.

Linked In

www.linkedin.com/in/vanessavy

PORTFOLIO

www.prox2.com



SUMMARY

10 years of experience in graphic design, online marketing in corporate and agency work. Specific expertise in email campaigns & landing pages, magazine advertisement, catalog design, customer relations, visual information design, branding, social media, demographics, conceptualizing and directing photoshoots. Proven abilities in team leadership, project management, recruiting, sales and proposal support.

EXPERIENCE

DRIFT ADVERTISING ART DIRECTOR

Daily duties include dealing with clients, setting up new accounts, creating advertising campaigns. Storyboarding and conceptualizing. brochure and magazine ad design, large and small format graphics. Logos, branding and slogans, websites, car wraps and other various printed and digital media production.

KNIGHT'S ARMAMENT ART DIRECTOR

Photoshoot storyboard & art direction. Designed catalogs and magazine advertisements. Created branding for new clothing & gear line for KAC (logo, zipper pulls, clothing labels). Also worked on the website; created the look-n-feel for with front end production. Managed others in the marketing department. Helped bring the company up to date with social media marketing. Gained recognition and free publications with making a presense on Facebook.

23/6 ART DIRECTOR

Created Web Graphics with Photoshop and Illustrator for on-line news website owned by IAC, Corp. and the sister company to Huffington Post. Worked on Advertisement campaigns, pitched page wraps with the marketing team to sell advertisement space on the website.

REDUCED PHAT RECORDS OWNER

Owned and operated a small Record label based out of South Florida. We released vinyl and CD packages domestic and international. I handled everything from web design with Photopshop/ Dreamweaver, package design sales and promotion/demo packages for distribution.

WORLD AVENUE SENIOR DESIGNER

Served as graphic designer for multiple projects for World Avenue, including designs for marketing, email and landing page, micro websites, banners, corporate communication branding. Responsible for the creation of new styles of landing pages to increase click-throughs, creating brand new promotions to increase the corporations profit.