

SIERRA OUTCALT

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experience

72ANDSUNNY; BROOKLYN, NY

Art Director, April 2023 - Present

- ♦ Ideates and produces full campaigns, addressing client's and agency's goals.
- ♦ Designs and visualizes concepts to communicate creative ideas to team and clients.

Junior Art Director, September 2021 - March 2023

- ♦ Concepted, developed & executed creative marketing across any and all platforms.

Resident Art Director, June 2021 - August 2023

- ♦ Shadowed and began cultivating hard skills relevant to art direction, such as building mockups, decks and finding references in line for the current brand and project being worked on.

THE DIGITAL FOOTPRINT CREATIVE AGENCY; REMOTE

Art Director & Creative Strategist, October 2020 - May 2023

- ♦ Designs decks, logos, social media graphics, & templates for clients and the agency.
- ♦ Grows social media engagement for clients by creating engaging content every week.

Social Media Intern, May 2020 - September 2020

- ♦ Ideate, designed, and copywrote 3-6 social media posts for 2-3 clients each every week.
- ♦ Analyzed social media data, like engagement and activity rates, to evaluate areas of growth.

HEARTBEAT; REMOTE

Design & Marketing Intern, September 2020 - Present

- ♦ Designs 3-5 images per week for owned social media and other internal mediums.
- ♦ Developed skills in idea formation, design, & typography through a weekly mentorship with an industry art director.

AUGMENT CREATIVE SERVICES, BURDA MEDIA INTERNATIONAL ASIA; HONG KONG

Creative Intern, November 2019

- ♦ Conceptualized creative solutions to meet advertising goals of global clients.
- ♦ Assessed potential clients by analyzing business data of current advertisers and what mediums they are using.

education

SYRACUSE UNIVERSITY, MAY 2021

Martin J. Whitman School of Management, Marketing
S.I. Newhouse School of Public Communication, Advertising

CITY UNIVERSITY OF HONG KONG, HONG KONG

Syracuse University Study Abroad Program
August 2019 - November 2019

awards

ADS OF THE WORLD

Habitat for Humanity Campaign, May 2019

Hunter Rain Boots Campaign, June 2019

Febreze Campaign, June 2019

skills

- ♦ Microsoft Office, certified in Excel
- ♦ Adobe Premiere, InDesign, Photoshop, Illustrator, and AfterEffects
- ♦ Dreamweaver, Notepad ++, Expression Web
- ♦ Twitter, Instagram, Snapchat