

KEAIRA WILLIAMS, the art director

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employment portfolio

Art Director Intern | Arc Worldwide | June 2024 - August 2024

- Implements creative strategy, innovation, and originality for multi-platform advertising campaigns across different retailers, establishing consistent voice and appearance.
- Collaborates in a cross-functional environment to produce captivating designs that resonate with target audiences for HP, Intel, and DePaul University.
- Develops strategic initiatives to elevate brand presence and achieve measurable results.

Head of Social Media & Design | Study Abroad Office (LUC) | Aug 2023 - May 2024

- Crafted visually compelling and accessible content for a broad range of audiences across digital and print media.
- Spearheaded the redesign of the office's visual identity, aligning it with the university's mission and values.
- Orchestrated dynamic social media campaigns, resulting in a 6,077% increase in engagement in the first 90 days.

Sales Associate | Designer Shoe Warehouse | April 2019 - May 2024

- Assists hundreds of customers per day by listening to footwear preferences and offering innovative options to suit each customer.
- Directs and conceptualizes the design of store feature areas and problem-solving with limited space and merchandise.
- Demonstrates reliability and helpfulness to efficiently accomplish tasks and support customers throughout the browsing and purchasing journey.

Brand Marketing & Events Intern | Innovid | Jun 2023 - Aug 2023

- Demonstrated creativity through crafting unique and engaging experiences to strengthen brand awareness.
- Conducted market research for internal projects, delivering valuable insights for successful brand initiatives.
- Supported event strategy formulation for tentpole events like Cannes Lions by collaborating with cross-functional teams and assisting in logistical planning.

extracurricular engagement

- **Co-Chair** | Maroon & Gold Society | Seniors excelling in academics, leadership, and service.
- **President** | Lambda Pi Eta | School of Communication's students with >3.5 GPA.
- **Study Abroad Student** | Madrid, Spain | Spanish culture and language immersion.
- **MADE Finalist** | ANA Educational Foundation | Students honored for ambition and creativity.
- **Events Coordinator** | ALIVE Rescue | Animal rescue volunteer assisting with fundraising.

academics

Loyola University Chicago | 2024

B.A. Advertising Creative, *magna cum laude*

talents

- Adobe Creative Suite
- Graphic Design
- Artificial Intelligence (AI)
- Content Generation and Creation
- Platform-Specific Knowledge
- Social Media and Promotions
- Creative Direction and Innovation
- Organization and Time Management
- Microsoft Office and Google Suite
- B2B and E-Commerce
- Digital Advertising
- Campaign Management
- Spanish | Intermediate
- Cross-functional Collaboration
- Problem-solving

interests

- Animal Advocacy
- Fashion and Design
- Culinary Experiences
- Travel and Exploration