

work

TBWA\CHIAT\DAY NY

Art Director | 07.25 - Present

Clients: Hilton Hotels, Phillips, Aperol Spritz, Arizona Cardinals, New Business

Developed and executed multi-channel campaigns across digital, print, TV and experiential. Art directed shoots, concepted and pitched creative ideas, and supported senior teams with design (graphics, layouts, motion, video) and Co-led the Women ERG

Associate Art Director | 06.23 - 06.25

Clients: Hilton Hotels, Optimum Nutrition, Pepsi

Developed and executed multi-channel campaigns across digital, print, TV and experiential. concepted and pitched creative ideas, supported senior teams with design (graphics, layouts, motion, video) and Co-led the Women ERG served as a senior designer for an ERG-led publication.

CAP SOC

Sr. Graphic Designer | 08.22 - 06.23

Clients: Didi Hirsch, Teen Line, Dumas Rum

Oversaw a junior design team to ensure high-quality, cohesive work. Led the visual rebrand for Dumas Rum and developed the social media toolkit for Didi Hirsch's 2022 Alive Together campaign

Graphic Designer | 08.21 - 08.22

Clients: Didi Hirsch, Dumas Rum, Driven By Intention, BLK & Bold Coffee

Created digital collateral, templates, and style guides for emails, social marketing materials, and site pages. Collaborated with the agency director to evolve clients' brand expression digitally.

WUNDERMAN THOMPSON

Freelance Art Director | 12.22 - 04.23

Clients: Health 4 Equity

Remote contract project providing brand strategy, research, and overall brand design for Wunderman Thompson's Health 4 Equity (H4E) initiative, which focuses on combating health inequity through media, research, and grassroots partnerships.

DDB SAN FRANCISCO

Creative Intern | Summer 2022

Assisted on various agency projects and collaborated with other interns on a summer-long project. The creative intern program aimed at helping aspiring advertisers navigate the real agency environment, and it provided mentorship from the agency's ECD

Joelle Mitchell

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education

VCU BRANDCENTER

May 2023

M.S. Branding, Art Direction

VIRGINIA COMMONWEALTH UNIVERSITY

May 2020

B.S. Mass Communications, Creative and Strategic Advertising

awards

D&AD NEW BLOOD | 06.23

Wood Pencil

Connection Collection, Penguin

ACUI | 03.22

Promotional Campaign

Student Award, VCU Homecoming 2021: State of the Art;
Virginia Commonwealth University

Digital Campaign

Professional Award, Digital Campaign
for Weeks of Welcome VCU Fall '21

skills

Adobe CC

Figma

Procreate

Squarespace

WebFlow

360 Campaigns

Video Editing

Concept Ideation

Visual Design

Typography

Illustration

Animation

Final Cut Pro

Branding

