

AJTEIGER

The Art Director

Education

- 1. University of California, Berkeley** *Haas School of Business* 2017-2021
B.S. in Business Administration | 3.9 GPA
Concentration in Marketing and Leadership
- 2. Le Cordon Bleu, Paris** *Culinary School* 2021
Three-month certification in classic French culinary techniques

Experiences

- 1. Razorfish** *Senior Art Director* 2022-Now
 - Clients: DIRECTV, Samsung, Northrup Grumman, Kia, Ticketmaster, Infiniti
 - Conceptualize, pitch, and deliver 360° campaign assets, digital experiences, and social campaigns for our clients
- 2. ATeigerVision** *Freelance Art/Creative Director* 2016-2022
 - Conceptualized and executed brand-focused photography and videography campaign assets for digital, social, and OOH channels for clients in fashion, CPG, music, and hospitality
- 3. Costa Brava Cocktails** *Creative Director | Brand Strategy* 2018-2022
 - Raised \$500K for a better-for-you premium canned cocktail company
 - Conceptualized and developed visual strategy/art direction and brand strategy across social, digital, and OOH channels
 - Led visual development of packaging and product design
- 4. Seek Discomfort** *Art Director | Strategy Intern* 2020
 - Won the pitch for a marketing campaign | conceptualized
 - Researched and developed a 360° social campaign strategy with KPIs
 - Edited a mockup launch video to demonstrate the concept
- 5. Pōk The Raw Bar** *Creative Director | Brand Strategy* 2016-2019
 - Conceptualized and developed visual strategy/art direction and brand strategy across social, digital, and OOH channels
 - Led and produced a campaign collaboration with SoulCycle

Interests

Living life with a joyful holistic approach through mindfulness + meditation, nutrition + fitness, traveling to beautiful places, and listening to French dance music while cooking for those I love.

Call Sheet

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Scenes

- Meditation and exercise every day
- Hiking on a sunny day
- Binging Survivor on a rainy day
- Backgammon on a Friday
- Family time on a holiday

Equipment Used

