



ALLIE MICHELINI

www.alliemichelini.com

IG: @alliemichelini

alliemichelini@gmail.com

+1 248 245 8118

hey!

Allie Michelini | Art Director and Designer

education

College for Creative Studies | BFA - Advertising Design | Minor - Video Production | 2021

experience

RAPP | Art Director

2025- Current

Art directed and designed email campaigns for GM brands including ACDelco, OnStar, Corvette, Cadillac, GMC, Chevrolet, Car Bravo, and Buick. Created performance-driven creative to increase customer engagement and improve key marketing KPIs. Partnered with cross-functional teams to deliver on-brand, creative email experiences on tight deadlines

Leo Burnett | Jr. Art Director

2023 - 2025

Art directed and designed cross-channel creative for GM brands including Buick, GMC, Cadillac, Chevrolet, and ACDelco. Captured and produced photography and video content for social media, creating trend-driven assets that increased audience engagement. Collaborated on a creative team to develop brand narratives and visual content for integrated 360° marketing campaigns

Daniel Brian Advertising | Freelance

2025

Designed social assets for OCC, Michigan Lottery, and Cedarhurst Senior Living. Art directed and animated CTV, OLV, and 15 second videos for social media for Cedarhurst Senior living that aligned with brand guidelines and met tight deadlines.

iHeart Media | Digital Designer

2022 - 2023

Art directed and designed static and motion graphics for social media and digital marketing. Produced animated content for arenas, festivals, and live events. Collaborated on a creative team to create podcast artwork, station logos, branding, and promotional assets for a national network of 850+ radio stations.

GTB | Jr. Graphic Designer

2019-2020

Art directed and produced creative narratives through video, audio, and graphic design to develop an emotional connection between Ford clients and their future target customers. Worked in a communicative team environment to meet deadlines

Audio Visual Center CCS | Camera Equipment and Photography Studio Operator

2017 - 2019

Managed, repaired, and assisted with a wide range of audio and visual equipment. Assisted customers with advanced queries about benefits and services. Organized scheduling between multiple parties.

Allie Marzie Passion Project | Writer and Content Creator

2017 - 2019

Uses a resourceful mindset to find effective solutions on a small budget and is hands on with all aspects of the project. Developed the necessary skillsets to accomplish creative content: Merchandise Design, Photography, Video Production, Editing, Motion Graphics, Graphic Design, and Social Media Marketing plans and executes music and content releases

skills

Concept Development
Adobe Creative Suite
Design & Branding
Social Media
Webflow

Figma
Blender
Photography
Videography
Editing

Motion Graphics
Photo Retouching
Aerial Photography
Mid Journey
Illustration

SFX Makeup
Grape Catching
Longboarding
Pogo Sticking
jingle Writing

awards

Celebration of Music PBS Winner | 2019
Celebration of Music PBS Contestant | 2018
Michigan top 5 artists finalist | 2018

Best of Student D Show nominee | 2019
Silver ADDY award winner | 2019
Silver ADDY award winner | 2019