



# CAROLINE SEMLER

## ART DIRECTOR

### SAY HI:

portfolio - [carolinesemler.com](http://carolinesemler.com)

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### EDUCATION:

#### Master of Arts, Advertising

Savannah College of Art and Design  
(SCAD), Atlanta Campus

#### Bachelor of Arts, Creative Advertising

Michigan State University

\*Graduated with High Honors

### SKILLS:

Art Direction | On-site Production

Integrated Campaign Development

Visual Branding/Design | Graphic Design

UX/UI Design | Adobe Creative Suite

Microsoft Programs | Animation | HTML/CSS

Creative Strategy

### AWARDS / SCHOLARSHIPS:

Bronze ADDY - 2020, 2022

Academic Honors Scholarship

SCAD Achievement Scholarship

### PROFESSIONAL EXPERIENCE:

DEPT® | REMOTE (4/23 - PRESENT)

Associate Art Director - Meta

DENTSU CREATIVE | CHICAGO (6/21 - 4/23)

Associate Art Director - Disney Parks & Resorts, 7-Eleven

- Work in collaboration with team and clients to define opportunities at hand and develop concepts and treatments to bring ideas to life for the following:
  - **Disney Resort Collection Hotels:** TVC for FY23 marketing promotions.
  - **Walt Disney World 50th Anniversary:** Multi-phase TVC campaign to promote celebration. On-set production experience for two spots.
  - **Disneyland:** Integrated FY22 campaign for that year's park promotion.
  - **7-Eleven:** Integrated campaign launch for Slurpee brand re-design.
- Mentor for Fall '22 Dentsu Creative Internship
  - Guide intern throughout their 10 week program. Act as point of contact, mentor and support. Intern successfully delivered intern project at the end.

CREATIVE CONSULTANT | MICHIGAN (9/20 - 3/21)

Freelance Designer for Local Businesses

- Successfully deliver an HTML based animation for a local design firm (East Lansing).
- Act as creative consultant/designer for Dermatology Office as they re-branded (Portage). Logo/colors now integrated onto all office signage, website, scrubs, etc.
- Work collaboratively with local interior designer (Portage) to develop new logo for home store.

BROAD COLLEGE OF BUSINESS | MICHIGAN - (10/19 - 5/20)

Graphic Designer - Marketing Department

- Conceptualized and developed graphic products for social media, one-pagers and marketing projects using Indesign, Illustrator and Photoshop.
- Applied creative expertise to present projects and ideas to higher-ups.
- Created designs and collaborated with marketing team on a weekly basis to deliver successful graphics to be displayed all around campus or online.

STARCOM WORLDWIDE | CHICAGO (6/19 - 8/19)

Strategy Intern - Best Buy

- Re-designed media buying and planning playbook for internal employees.
- Tracked key metrics and assembled spreadsheets with data.
- Developed presentation decks for client meetings.