



[www.catieivey.com](http://www.catieivey.com)



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## SKILLS

Art Direction  
 Adobe Illustrator  
 Adobe Photoshop  
 Adobe InDesign  
 After Effects  
 Lightroom  
 Premiere Pro  
 Styling  
 Typography  
 Color Theory  
 Art History  
 Creative Strategy  
 Brand Identity  
 Writing  
 Pitching Work  
 Teamwork  
 Problem Solving  
 Photography  
 Editing

## AWARDS

2020 ADDYs  
 Silver

2020 IHAF  
 Gold (x2) & Silver (x2)

2020  
 Atlanta ADDYs  
 Gold (x2), Silver (x2), & Bronze

2018  
 Student Atlanta ADDYs  
 Silver & Bronze

2018  
 Creative Circus Student Show  
 Gold, Silver & Bronze

## WORK EXPERIENCE

**The Coca-Cola Company | Atlanta, GA | April 2018 - Current**

*Art Director, Social/Digital Content Specialist*

Owned the creation, production and release of 200+ pieces of social and digital content for various brands

Concepted and developed fully integrated campaigns for multiple brands consisting of TV, digital, social, OOH and in-store

Managed team brainstorming workshops to form and deliver creative concepts that achieved the goals of various briefs

Applied knowledge of the brand and strategic social best practices in the development of Minute Maid's 2019 social approach

Collaborated with team members both internally in KO:OP and cross-functionally with Social Center, Multicultural Marketing and the Digital Platforms team on multiple projects

Co-edited a bi-weekly educational resource of industry best practices, emerging trends and forward thinking creative that was distributed to members of Strategic Marketing

Conducted the interview and selection process for our 2020 Summer Interns

Developed a strong understanding of the tone and visual style of over 16+ different brands

Served in numerous roles throughout the content creation phase including food and prop styling, design, editing and animation

Drove new business growth by winning Peace Tea as an account over external agencies

**Iris Worldwide | Atlanta, GA | October 2017 - December 2017**

*Art Direction Intern*

Partnered with a copywriter to develop and maintain a social media account for Shell Gasoline

Meticulously followed detailed brand guidelines in designing Shell's employee manual

Supported the IHG design team in their production of hotel and restaurant prints

## LEADERSHIP EXPERIENCE

**Drake Irish Dance | Atlanta, GA | October 2007 - October 2017**

*TCRG Instructor/Performer*

Coached 100+ dancers of various ages on a national and international level, including workshops at the Beijing Dance Academy

Managed the choreography, music and costumes for a World Champion dance team

## EDUCATION

**The Creative Circus | March 2018**

*Certificate in Art Direction*

*Creative Circus Ambassador*

**The University of Georgia | May 2016**

*Bachelor of Arts in Journalism - Advertising*

*Minor in Art History*