



# OLIVIA COOKFAIR

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203.885.5643  
oliviadesign

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## SKILLS

- » Adobe Creative Suite
  - Photoshop
  - Illustrator
  - InDesign
  - Acrobat
  - After Effects
  - Lightroom
  - Bridge
- » Art direction
- » Collaboration
- » Concept development
- » Mentoring
- » Microsoft Office
- » Organizational skills
- » Photoshoot coordination
- » Presentation skills
- » Print, digital, social & web design
- » Process
- » Retouching

## EXPERIENCE

**Advantage Unified Commerce**, Remote  
**Senior Art Director** » April 2018 - Present

**Art Director** » January 2017 - April 2018

**Junior Art Director** » June 2015 - January 2017

- Develop and execute creative shopper marketing and consumer promotion materials for agency, client and new business initiatives including campaign concepts, key visuals, banners, social media, e-mail blasts, microsites, point-of-sale and more
- Efficiently balance multiple projects, timelines, and deliverables across print and digital
- Collaborate with copywriters, developers, strategic planners, account directors and production team from conception to completion to successfully achieve brand objectives
- Mentor and direct junior staff throughout project execution
- Present design and strategic thinking to both internal and external clients
- Work with upper level managers to coordinate client photoshoots
- Maintain the creative direction and expectations for specific projects, to ensure they fit the client, brand, retailer, and overall business objectives, and are cohesive across entire campaigns

**School of Media Sciences**, RIT, Rochester, NY

**Manager** » August 2013 - May 2015

**DPC CSR, Output Technician and Labbie** » September 2012 - May 2013

- Oversaw student workers in the labs and print facilities
- Facilitated printing on wide format and large scale digital printers

**Moffly Media**, Westport, CT

**Digital Media Intern** » May 2014 - August 2014

- Posted monthly print content to the website backend
- Coordinated and updated events list
- Oversaw promotion of sponsored events - social and newsletter
- Coordinated events list with weekly newsletter
- Photographed local towns to create stock images for Moffly
- Designed art for website/social media

**VariDirect Solutions**, New York, NY

**Assistant Production Manager** » May 2013 - May 2014

- Oversaw the production and fulfillment of client jobs
- Laid out customer files for print
- Printed and finished client jobs
- Created purchase orders and invoices for clients and vendors

## EDUCATION

**Rochester Institute of Technology**, Rochester, NY

**Bachelor of Science** in Media Arts and Technology, May 2015