



# DANIELLE BRADLEY



## CONTACT

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## OBJECTIVE

To work as a Senior Art Director where my experience and creativity can effectively progress the success of the client and company. Eager to lead teams while exceeding expectations with hard work, passion, and problem solving skills.

## EDUCATION

Kutztown University *Kutztown, PA*

Bachelor of Fine Arts 2013

Major in Communication Design

Concentration in Advertising

Dean's List 2010–2013

## SKILLS

Adobe Creative Suite

Conceptual Thinker

Leadership Experience

Typography

Highly Organized

Time Management + Multitasking

Marketing + Advertising

Social Media Campaigns

Layout Design

Detail Oriented

Microsoft Office

Customer Service Experience

Strong Communication Skills

## PROFESSIONAL EXPERIENCE

### Art Director | 1 Trick Pony *Philadelphia, PA* 2019-Present

Collaborate daily with Creative Directors, Copywriters, Clients, Designers, and Account Leads to build brands to their fullest potential. Art direct photoshoots, lead meetings, and oversee various ongoing projects while creating visual concepts, print collateral, digital design, out of home advertising, and brand identity for clients such as; Virgin Hotels, Benefit Cosmetics, River Club, and goPuff.

### Jr. Art Director | 1 Trick Pony *Hammonton, NJ & Philadelphia, PA* 2014-2018

Worked between two office locations leading large and small teams creating branding, digital, print, and social campaigns for clients such as; Virgin Hotels, Medscape, Trip Advisor, Hard Rock All-Inclusive Resorts, and Landmark Hospitality. Directed teams and also worked hands on to create innovative concepts, thoughtful designs, and successful advertising campaigns. Designed campaign keyart and collateral, and provided constructive art direction while working closely with Account Directors, Copywriters, Production Artists, and Developers on several clients at a time while meeting tight deadlines.

### Founder + Designer | Danielle Taylor Co. *Plymouth Meeting, PA* 2017-Present

Created online store designing and selling customized gifts, invitations, greeting cards, event decor, and more. Shipped over 5,500 orders in first 1.5 years. Successfully manage all ideation, designs, product creation, shipping and handling, marketing, business responsibilities, and customer service.

### Jr. Graphic Designer | 1 Trick Pony *Hammonton, NJ* 2013-2014

Designed websites, social media graphics, web banners, branding, packaging, and advertisements for Virgin Mobile, TNT, TCM, TBS, Kane Brewing, American Express, and Sony Picture Classics.

### Design Intern | 20nine *Conshohocken, PA* 2013

Designed logos, web banners, and magazine advertisements for clients such as The Baldwin School, Bentley Construction, CubeSmart, Motech, MediaMath, and Future Series.