

# PAMELA CAMPANI

## ART DIRECTOR

### ABOUT

Skilled at creating clean and direct visual solutions out of complex problems with a multicultural background and experience working both in the Latin American and European markets.

### PROFESSIONAL SKILLS

InDesign  
Photoshop  
Illustrator  
Marketing  
Web Design  
Copy Editing  
Layout Design  
Logo Design  
Photo Editing  
3D Graphics

### PUBLICATIONS & AWARDS

YOUNG ONES ADC 2020  
VANS #KeepItInsane  
Bronze Pencil Integrated

ADC JUNIOR GERMANY  
Silver Nail Winner  
Faber Castell Live Art

LUERZER'S ARCHIVE  
Printed in Student Contest  
2020 Issue 5-2019

GOLDEN AWARD OF  
MONTREUX FINALIST  
Talent Award Finalist 2020  
for Posters

ADS OF THE WORLD  
Featured in Best  
Student Work 2019

### LANGUAGES

English (Native)  
Spanish (Fluent)  
Italian (Fluent)  
French (Conversational)

### CONTACT

(305) 484-4913  
campanipamela@gmail.com  
www.campanipamela.com  
www.behance.net/campanipamela

### WORK EXPERIENCE

#### CAMPANI CREATIVE LLC

Freelance Art Director | Miami, FL | Dec 2019 - Present

- Filmed and edited instagram video content
- Designed branding guides

#### MCCANN WORLDGROUP

Art Direction Intern | Miami, FL | Sept 2019 - Dec 2019

- Designed landing pages for McCann Miami's website
- Built assets for Mastercard and TrinaSolar
- Prepared client presentations

#### VICE/VIRTUE

Art Direction Intern | Vienna, Austria | July 2019 - Sept 2019

- Proposed ideas for ALDI, Austrian Post, Milka and Drei
- Organized client presentations
- Created social media ads for daily postings
- Designed AR Filters with Facebook's Spark AR Studio
- Photographed and laid out B2B and consumer catalogs for Drei

#### OGILVY

Art Direction Intern | Berlin, Germany | April 2019 - June 2019

- Worked on ideas and executed for Sony, Coca-Cola, and the European Anti-Bullying Network
- Created Keynote presentations for executive committee
- Experimented with the creation of 3D objects

#### LUXURY CRUISE CONNECTIONS

Social Media Coordinator | Miami, FL | June 2017 - Oct 2017

- Wrote posts and managed the HTML formatting for blog
- Planned events and designed logo for social media influencer events on cruises
- Managed Luxury Cruise Connection's Instagram account
- Tracked social media statistics

#### MIANSAI

Creative Intern | Miami, FL | March 2017 - July 2017

- Assisted Rachael Russell with photoshoot styling
- Wrote Visual Merchandising guide
- Scouted photoshoot and sales locations
- Created the PR database
- Sold donated designer clothes for non-profit organization Style Saves and managed store location in Wynwood

#### HAUTE LIVING MAGAZINE

Editorial Intern | Miami, FL | Sept 2015 - Feb 2016

- Wrote several daily articles for HauteLiving.com
- Researched and pitched article ideas for both digital and print content
- Fact-checked print and online articles
- Conducted interviews with business owners of luxury brands
- Assisted Rachael Russell with photoshoot styling

### EDUCATION

#### STEINBEIS UNIVERSITY BERLIN SHB

Master of Science of Management and Innovation for Creativity and Business (M. Sc.) | April 2018 - Present

#### MIAMI AD SCHOOL EUROPE - HAMBURG

Art Direction Portfolio Program | April 2018 - March 2020

#### FLORIDA INTERNATIONAL UNIVERSITY

Bachelor of Arts in Communication - Creative Advertising GPA 3.9  
Magna Cum Laude | Jan 2012 - Feb 2015