Ann Marie McCollum

Art Director | Graphic Designer

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PROFESSIONAL EXPERIENCE

Creative Designer | Global Group US
SEP 2023 - JAN 2024

- Designed and executed flyer designs, postcards, and emails for parent company and subsidiaries.
- Partook in discussions around the future of the company and handling of future subsidiaries.
- Created various logos for subsidiaries, engaging with stakeholders and adjusting based on feedback.
- Wrote new copy for flyers and edited existing copy on email executions for small subsidiaries.

Social Media / Branding Internship | Evoke Co.
NOV 2021 - APR 2022

- Created, managed, and advised on art direction for Instagram content to promote the company's branding services to their social following.
- Met with the creative team to pitch ideas for expanding the brand's identity.
- Partook in discussions and in depth interviews to learn the ins and outs of running a small business.
- Ideated solo, as well as with the multidisciplinary team on executions for client rebrands resulting in a more current and impactful identity.
- Collaborated with copywriting intern on content for the company's weekly blog.

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ACADEMIC SUCCESS

Red Roof Inn *(REBRAND)*

- Redesigned all branding and logo to modernize the popular low end hotel chain.
- We decided that your stay should add to your experience, not take away.
- Researched target audience Millennials and Older Gen Z for insight to inform design decisions.
- Expanded branding to complimentary items creating a more elevated stay.
- Incorporated the new look from inside the hotel to social media updating the face of the brand.

Vans x BOM *(CAMPAIGN)*

- Designed a collaboration between a popular skateboarding brand and local skate shop to bring awareness to mental health issues across the country.
- Researched and dedicated product and package design to cultures impacted the most.
- Converted campaign virtually resulting in website design and banner ads.
- Expanded to the community through relevant advertorial spreads, poster design, and stickers.

EDUCATION

Savannah College of Art and Design   NOV 2021 - SEP 2022
B.F.A. in Advertising and Branding

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SKILLS

Graphic Design, Art Direction,

Illustration, Painting, Photography

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SOFTWARES

Photoshop, Powerpoint, InDesign, Illustrator,

Canva, Miro, After Effects, Sketch, Lightroom, Figma