

## SENIOR ART DIRECTOR

# ROBIN RICHARDSON

Hi there, I'm Robin - a Senior Art Director, I was raised in Virginia and now reside in North Carolina. I love foggy mornings, live jam bands, and hot apple cider. In my spare time, I enjoy playing tennis and sitting by a bonfire. In my paid time, I'm a talk show director turned art director who strives to create meaningful connections with people through creative design and insight. I describe myself as a student of life who's always learning something new.

## MY CONTACT



### Phone

Available upon request



### Email

robinrichardsonr3@gmail.com



### Address

Located in North Carolina, open to remote work

## STRENGTHS

**Innovative Conceptual Thinking**

**Adobe Creative Suite**

**Stills and Video Editing**

**Marketing Materials**

**Design and Writing Content**

**Team Collaboration**

**AI Image Generator**

## EDUCATION

### Master's Degree, Marketing

Virginia Commonwealth University - Virginia

### Bachelor's Degree, Journalism

Virginia Commonwealth University - Virginia

### Certificate, Job Propulsion Lab

Advertising Career Training - Remote

## EXPERIENCE



### Senior Art Director

2023 - Current, Betty Agency

Work with brands like Cacique and Mutual of Omaha to explore brand identity and spearhead photo and video executions that enhance brand visibility and engagement across all social platforms. Collaborate with others to create content.



### Art Director

2021 - 2023, BBDO Atlanta

Concept and execute campaignsThe Home Depot, Sanderson Farms, and more. Develop and design social content, create engaging copy, and manage photo and video shoots. Help with strategies to solve a brand's needs and successfully engage with the target audience.



### Art Director Intern

2020 - 2020, McGarrah Jessee

Crafted and presented innovative campaign ideas for renowned brands such as Whataburger and Case Knives. I collaborated with the creative team to develop compelling visual concepts and branding strategies. My work contributed to the successful execution of impactful marketing campaigns, enhancing brand visibility and engagement.



### Technical Director

2015 - 2020, WTVR- CBS6

Oversaw all technical aspects of production, ensuring seamless broadcast quality for live newscasts using real-time problem-solving and technical innovatio. I coordinated with camera operators, sound engineers, and lighting technicians to deliver flawless live and pre-recorded content.

## HOBBIES & INTERESTS

