



ABBAY ROAM DESIGN

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abbeyroam.com

I am a creative with an expertise in motion and video, who loves to wear many hats. I have spent my career collaborating within teams to create cohesive marketing and advertising campaigns from social, earned campaigns, and paid media. Through ideation, development, and execution, I have built unique narratives for a variety of brands with a cohesive tone and style. I am logical and smart, but far enough on the edge to arrive at disruptive solutions. My goal is to continue leading creative concepts and driving purposeful conversations through storytelling.

Education **PRATT INSTITUTE** 2014-16
MFA Communication Design

SPRING HILL COLLEGE 2010-13
BA Graphic Design w/ Studio Art & PR/Advertising Minors

Experience **EDELMAN PR-CREATIVE PRODUCTION** Summer 2016-NOW, As an Art Director and formerly Post-Production Artist, I have created video content as complex as sizzle reels to Instagram stories, helped build the framework for campaigns, and ran creative workstreams for brand social channels. Representing brands like J&J, Unilever, Dolby, and TJ Maxx.

MARIE AIELLO DESIGN STUDIO Spring 2015-Spring 2016, As an Interior Design Assistant, I created presentations with textural renderings for stakeholder meetings, managed a luxury NY office, and solved day-to-day problems.

SPIRE ADVERTISING AGENCY Fall 2013-Fall 2014, As Assistant Marketing Director, I designed for both print and web, managed social media, & wrote copy for advertising.

SPRING HILL COLLEGE IT & COMMUNICATIONS DEPARTMENTS Fall 2012-Fall 2013, I designed both web & print pieces including the mobile and desktop of shc.edu as well as magazines, postcards, & infographics.

Skills

Adobe Illustrator	Photography/Videography
Adobe Photoshop	Stop/Motion Animation
Adobe InDesign	Drawing & General Craftiness
Adobe After Effects	HTML, CSS, & Responsive Web Design
Adobe Premier Pro	Collaboration & Communication
DaVinci Resolve	Leadership & Mentorship
Video and Motion Design	Quick-learning/Self-teaching

Honors

Mutiple Cannes Lions Awards from 2017-20
SHC President's Scholar in Graphic Design 2013
Four Silver Student ADDY Awards winner 2012-13
Alpha Sigma Nu Member-2011-present
SHC Dean's List 2010-12