







CONTACT INFO

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WORK EXPERIENCE

Campbell Ewald

April 2021 - May 2024

Art Director

- Worked on OnStar, Valero, Allspring Global Investments, Centene Corporation, Meritage Homes, Mutual of Omaha and MotorCity Casino Hotel.
- Specialized in developing integrated campaigns and innovative activations. Expert in creating cohesive and compelling visual stories.
- Concepted and crafted monthly organic social content across Facebook, Instagram, and X (formerly Twitter) for @OnStar (March 2020 – November 2021) and @MeritageHomes (November 2021 – February 2023).
- Created a visual identity for Allspring, extending across a 360-degree campaign including TV commercials, ultimately contributing to a 40% increase in sales compared to the previous year.

August 2019 - April 2021

Junior Art Director

- Worked on OnStar and supported new business pitches.
- Developed comprehensive messaging guidelines for OnStar services and products, encompassing art direction and tone of voice.
- Spearheaded OnStar's year-long organic social media calendar, conceptualizing and designing assets with a strategic and creative approach.

June 2019 - August 2019

Art Direction Intern

- Worked on OnStar and Valero, engaged in the entire process from ideation and design to presenting creative solutions.
- Demonstrated initiative by conducting independent research on the client's consumer-facing platforms and providing a report offering insights.

C&R Marketing

May 2018 - May 2019

Graphic & Web Design Apprentice

- Worked on the Michigan Association of Chiropractors and the Michigan Propane Gas Association, developing designs across social, print and web.

AWARDS

**ANA Multicultural
Excellence Awards**
2023

LGBTQ+ Category Winner
OnStar #LoveProudly Campaign
Issued by Association of National Advertisers

The Young Ones
2019

Merit Award
Budweiser Integrated Campaign
Issued by The One Club for Creativity

EDUCATION

**Michigan State
University**
August 2015 - May 2019

Major in Creative Advertising
Bachelor of Communication Arts and Sciences
GPA 3.7 | Dean's List for 5 semesters