

KATIE GELFAND

ART DIRECTOR

CONTACT

PORTFOLIO:

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EDUCATION

DENVER AD SCHOOL - 2022

ART DIRECTOR

CU BOULDER - 2020

B.S. STRATEGIC COMMUNICATIONS
(MEDIA DESIGN)

MINOR-

TECHNOLOGY ARTS AND MEDIA

GPA-

3.74

SKILLS

- ADOBE ILLUSTRATOR
- ADOBE PHOTOSHOP
- ADOBE INDESIGN
- MIDJOURNEY
- ADOBE PREMIERE
- ADOBE AFTER EFFECTS
- ADOBE LIGHTROOM
- PHOTOGRAPHY

WORK EXPERIENCE

ART DIRECTOR

GOODBY SILVERSTEIN & PARTNERS / FEBRUARY 2022 - PRESENT

- ART DIRECT ON BRANDS SUCH AS BMW, XFINITY, XFINITY MOBILE, COMCAST BUSINESS, FLAMIN' HOT, AND LUNCHABLES
- CREATE PITCHES FOR BRAND CAMPAIGNS, SEEING THROUGH SCRIPTS FROM WRITTEN TO POST PRODUCTION, CUSTOM DIGITAL UNITS, SOCIAL MEDIA FILTERS, RE-EDITS, AND BRAND ACTIVATIONS FROM START TO FINISH
- CONCEPTED AND EXECUTED AN INTERACTIVE BRAND ACTIVATION FOR XFINITY REWARDS IN PARTNER WITH THE "TROLLS - BAND TOGETHER" MOVIE

INTERN - FEBRUARY - JUNE 2022

- DESIGNED ANIMATED, SOCIAL, AND STATIC BANNERS FOR BRANDS SUCH AS LUNCHABLES, XFINITY, BMW, AND COMCAST BUSINESS
- CONCEPTED ON SCRIPTS FOR BLACK FRIDAY FOR XFINITY MOBILE

SOCIAL MEDIA MANAGER

IMPROPER CITY / MARCH - NOVEMBER 2021

- UPDATED AND RAN ALL SOCIAL MEDIA PLATFORMS INCREASING AUDIENCE BY 2,178+ FOLLOWERS
- SHOT AND EDITED ALL PHOTO AND EVENT CONTENT - INCLUDING THOSE IN BRAND COLLABORATIONS WITH BOTH LOCAL AND NATIONAL ALCOHOL BRANDS
- PLANNED COLLABORATIONS WITH LOCAL RESTAURANT INFLUENCERS AND RECEIVED FEEDBACK FROM COMMUNITY IN ORDER TO IMPROVE BUSINESS STANDARDS

APPRENTICESHIPS

THROUGH THE ONE CLUB

- DENTSU MCGARRYBOWEN / OCTOBER - DECEMBER 2020
- CACTUS / JULY - AUGUST 2020