

Caitlin McCann!



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Junior Art Director

education

Marist College

Poughkeepsie, NY

Bachelor of Arts, Magna Cum Laude May 2023

Major: Communications

Concentrations: Advertising and Public Relations

skills

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Adobe XD

Downing a jar of peanut butter every week

honorable mentions

Marist College Cross Country & Track

NCAA Division I

Team Captain 2022-2023

MAAC All Academic 2020, 2021, and 2022

Spent 30+ hours per week for training, practice and competition

Earned valuable skills in leadership and discipline

Endured a lot of miles and pain

experience

Junior Art Director

Havas Tonic

October 2023- Present

Collaborated with team members to concept ideas and design layouts for different content channels including social media, print, digital & OOH

Helped to edit storyboards for multiple different brands and projects

Creative Intern

Havas Health & You

June-August 2023

Worked specifically at Havas Tonic, learning about their clients and building skills in Adobe Creative Suite and worked with a team to develop ideas for social media content

Collaborated with a team of interns for a NYC subway campaign, where we created our own strategy, brief, creative ideas, and presented to our client

Collaborated with a team for Idea Academy, a competition amongst Havas interns, where we presented to lead creatives and earned first place with our campaign idea