



# MIA PALLAZZA

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Focused and collaborative up-and-coming Advertising Art Director with 4 years of varied experience creating advertising campaigns to sell products and promote causes for local, national and international brands. Hands on experience creating in most visual art modalities. Have produced over 50 projects from video, UX/UI and print, to social media and non-traditional PR campaigns.

## EDUCATION

**BACHELOR OF SCIENCE (B.S.) – University of Colorado, Boulder** Sep 2017 - Jun 2021  
Strategic Communications Specializing in Media Design, Minor in Journalism

## EXPERIENCE

**ART DIRECTOR – Carmichael Lynch** Oct 2022 - Present  
Began as a Junior Art Director and was promoted to mid-level a year early. Since then, I have exponentially increased my scale of creative work for Subaru of America with a large focus on their charity and community efforts sector. Aided in conceptualizing and execution of PR viral campaigns for Hostess.

**ART DIRECTOR INTERN – Carmichael Lynch** Jun 2022 - Oct 2022  
Collaborated and executed ad campaigns of all types including but not limited to social campaigns, print, and out of home. Given the opportunity to work with a large team of creatives on a variety of clients such as Subaru of America, Conoco Gas and Pedego Electric Bikes.

**FREELANCE ART DIRECTOR/LEAD ARTIST – Foodquirk** Oct 2021 - Jun 2022  
Strategized and designed a new Beta 2.0 website using Adobe XD & Wordpress. Concepted an ongoing fundraising campaign with IFundWomen & a variety of platforms. Concepted a campaign including over 8,000 unique NFTs with a corresponding landing page and social campaign focused on fundraising.

**ART DIRECTOR MENTEE – Butler, Shine, Stern & Partners** Oct 2021 - Nov 2021  
Conceptualized and executed an exclusive product release campaign for Noosa Yoghurt as a winning participant in the One Club Mentorship Program. Collaborated side by side with copywriters and creative directors to create a multi-platform integrated advertising campaign.

**CONTRACT JUNIOR ART DIRECTOR – The Ocean Agency** Jul 2021 - Oct 2021  
Produced a full social media and marketing design rebrand. Assisted and led creative executions of campaigns and non-traditional touchpoints to aid in ocean conservation education and action by working alongside the United Nations and Adobe.

## SKILLS

Adobe Photoshop, Collaboration, Organization, Leadership, Adobe XD, Adobe Illustrator, Adobe Fresco, Adobe InDesign, Adobe Acrobat, Typography, Color Theory, Strategy, Writing, Illustration, UX/UI Design, Graphic Design