



MIA PALLAZZA

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Passionate and innovative Art Director with 4 years of experience leading creative development of compelling advertising campaigns across multiple mediums. Known for an eye for detail and ability to develop insightful concepts backed by campaign strategy. Driven by profound passion for art and fueled by endless curiosity, balances creative expression with business objectives to deliver engaging results.

EDUCATION

Bachelor of Science (B.S.) – University of Colorado, Boulder Aug 2017 - May 2021
Major in Strategic Communications Specializing in Media Design, Minor in Journalism

EXPERIENCE

Art Director – Carmichael Lynch Oct 2022 - Present
Exponentially increased responsibilities within the Subaru account managing multiple campaigns simultaneously. Executed 360 campaign assets as a part of Subaru's charity efforts that led to Forbes ranking Subaru #2 on "Forbes' Best Brands for Social Impact 2024." Directed creative in partnership with PR and Strategy teams to form pitch presentations for a variety of new business brands.

Art Director Intern – Carmichael Lynch Jun 2022 - Oct 2022
Executed campaigns in all mediums under the mentorship of award winning Creatives. Analyzed and optimized campaign performance year-over-year. Delivered creative solutions focused on consumer insights for large brands such as Subaru of America, Hostess, Conoco Gas, and Pedego Electric Bikes.

Freelance Art Director/Lead Artist – Foodquirk Oct 2021 - Jun 2022
Directed cross-functional teams to strategize and design a Beta 2.0 website. Conceptualized and implemented a fundraising campaign with IFundWomen and prospective investors. Illustrated a digital campaign including over 8,000 unique NFTs with a corresponding landing page and social campaign.

Art Director Mentee – Butler, Shine, Stern & Partners Oct 2021 - Nov 2021
Developed an exclusive product release campaign for Noosa Yoghurt as a winning participant in the One Club Mentorship Program. Collaborated with Copywriters and Creative Directors to create a multi-platform integrated advertising campaign leveraging non-traditional touchpoints.

Contract Junior Art Director – The Ocean Agency Jul 2021 - Oct 2021
Spearheaded a comprehensive social media and marketing design rebrand. Led creative executions of digital campaigns and informative print materials in collaboration with the United Nations UNESCO and Adobe to aid in ocean conservation efforts.

SKILLS

Creative Concept Development, Visual Storytelling, Brand Identity Creation, Campaign Strategy, Problem-solving, Adobe Creative Suite, Layout design, Typography, Color Theory, Digital Media, UX/UI Design, Copywriting, Illustration, Team Leadership, Collaboration, Public Speaking, Project Management.