

JANAY COOPER

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EDUCATION

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| One School US
Portfolio Program, Art Direction | 2020 - 2021 |
| Savannah College of Art and Design
B.F.A., Fashion Marketing and Management
Summa Cum Laude | 2015 - 2019 |
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WORK EXPERIENCE

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| Art Director
GreenRubino · Seattle, WA
Art Director for various GR clients; working to develop breakthrough concepts and campaigns in partnership with copywriters and other creative team members. Crafting impactful visuals and design across all channels, from traditional media such as print and video to digital and emerging platforms. Collaborating with internal teams and external partners to bring ideas to life, executing projects across mediums that include motion graphics, animation, photography, and interactive design. | 2025 - Present |
| Art Director
Kamp Grizzly · Portland, OR
Art Director Lead for various brands, ranging from digital to retail (Apple Music, Uber Eats, Allbirds). Worked directly with creative directors, producers, copywriters, and designers from project pre-pro to launch. Led and assisted on-set for video and photo shoots. Specialized in cultural research and insights. | 2022 - 2024 |
| Art Director
VMLY&R · Seattle, WA
Social media AD for Microsoft brand product lines (Microsoft Surface and Microsoft365). Worked directly with my copywriting partner, creative directors, and producers on from project pre-pro to launch. Led and assisted on-set for video and photo shoots. Required to stay up-to-date on social media pop culture references, trends, and insights for content creation. Work featured in Adage and Adweek. | 2021 - 2022 |
| Content & Social Media Strategist
Netrush · Vancouver, WA
Worked within Growth Marketing - owned, planned, and executed external-facing content across owned channels – for the internal brand and partner brands. Produced editorial content, created illustrations for editorial use, designed and edited internal documentation, and rebranded/managed all of the internal brand's social media channels. | 2019 - 2021 |
| Fashion Assistant
Freelance · United States
Worked in various freelance fashion assistant roles such as Costume Design and Prep Assistant, Fashion Show Assistant, Backstage Dresser, Fitting Assistant, and Collection Critique Assistant (Saks Fifth Avenue, Tootsies, The Shops at Buckhead, SCAD Senior Collection Series fashion shows, Portland Sewing, and Union Titan Dance Team). Skills included (but were not limited to): fashion styling, inventory management, garment repairs, and backstage garment prep. | 2013 - 2019 |
| Visual Display Intern
Anthropologie · Atlanta, GA
Visual Display Intern for Anthropologie in Westside Provisions District. Worked as the assistant to both the Display Coordinator and Merchandise Manager. Created in-store installations, and assisted in floor layout planning. | 2018 |

INDUSTRY SKILLS

ART DIRECTION, marketing, creative strategy, content creation, data analysis, trend research, fashion styling, fashion aesthetics, written communication, verbal communication, public speaking, client relationship building, Illustration, design (2D, 3D), Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Keynote, Figma, Procreate, Canva, Adobe CC, Indesign, Illustrator, Photoshop, After Effects, iPhone, MAC, Android, PC, Mailchimp, SEMrush, WordPress, social media platforms, Instagram, Facebook, Snap Inc., TikTok, LinkedIn, B2B commerce, B2C retail, fast-paced agency based

PERSONAL SKILLS

CREATIVE, professional, organized, motivated, self-starter, fast learner, collaborator, accountable, multi-tasked, detail-oriented, problem solver, positive attitude, time management, leadership

PRESS

Ad Age

Adweek

The One Club for Creativity