

JANAY COOPER

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EDUCATION

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

- Art Director** **2022 - 2024**
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 on project execution from pre-pro through launch. Led and assisted on-set for video and photo shoots. Specialized in cultural research and insights.
- Art Director** **2021 - 2022**
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 project execution from pre-pro through launch. Led and assisted on-set for video and photo shoots. Required to stay up-to-date on pop culture references, trends, and insights for Social Media output. Work featured in Adage and Adweek.
- Content & Social Media Strategist** **2019 - 2021**
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.
- Freelance Fashion Assistant** **2013 - 2019**
United States
Worked in various fashion assistant roles such as Costume Prep Assistant, Fashion Show Assistant, Backstage Dresser, Fitting Assistant, and Collection Critique Assistant. Freelance backstage dresser and fashion assistant for Saks Fifth Avenue, Tootsies, The Shops at Buckhead, and the SCAD Senior Collection Series fashion shows, all located in Atlanta, GA for three years. Prior experience includes being a designer's assistant at the 2013 Portland Sewing annual fashion show in Portland, Oregon, and Union Titan Dance Team's costume designer assistant from 2013 to 2014 in Camas, Washington. Skills included (but were not limited to): fashion styling, inventory management, garment repairs, and prep.
- Visual Display Intern** **2018**
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.

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