

Margareta Patrow

Art Director

Profile

An art director with over 4 years of experience in the industry. I have worked on projects for clients such as Coca Cola, Pepsi, Nike, and Adidas. I have a strong understanding of the creative process and how to bring a project from conception to completion. I am also an expert at managing teams of creatives and working within budget constraints.

Employment History

Art director at Pixar Animation Studios – Emeryville, California

Mar 2022 - Present

- Increased sales by 20% through creative and innovative advertising campaigns.
- Spearheaded the development of 3 new product lines that generated \$15 million in revenue within the first year.
- Re-branded the company image which resulted in a 15% increase in customer loyalty.
- Led a team of 30 designers, illustrators, and photographers to produce award-winning work for high-profile clients.
- Consolidated 5 vendor partnerships into 1 strategic alliance which saved the company \$250,000 annually.

Art director at Disney Feature Animation – Burbank, California

Aug 2018 - Jan 2022

- Assisted in increasing sales by 20% through developing and executing strong marketing campaigns.
- Successfully completed all design projects within budget and on schedule.
- Conceptualized, designed and produced award-winning ad campaign that boosted brand awareness by 30%.
- Created an innovative website design for XYZ company which garnered 50,000 unique hits in the first month.
- Worked closely with team of designers to produce high quality visuals for print collateral, web assets & trade show booth graphics resulting in a 15% increase in ROI.

Certificates

Google Analytics Individual Qualification (GAIQ)

Feb 2021

Hootsuite Platform Certification

Apr 2019

Facebook Blueprint

Aug 2017

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Education

B.A in Graphic Design at Georgetown University, Washington, DC

Sep 2013 - May 2018

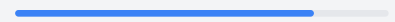
How to use the Adobe Creative Suite (Photoshop, Illustrator, InDesign), how to create layouts and designs, typography knowledge.

Links

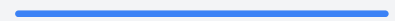
[linkedin.com/in/margaretapatrow](https://www.linkedin.com/in/margaretapatrow)

Skills

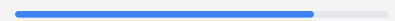
Artistic skills



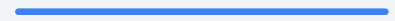
Creativity



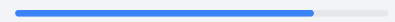
Aesthetics



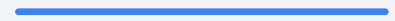
Design skills



Layout skills

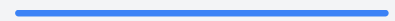


Typography skills



Languages

English



French

