

# CAROLINA DANGELO

SENIOR ART DIRECTOR

## EXPERIENCE

**BCW GLOBAL** NY / 2022-2023

Senior Art Director

Crafted creative concepts that turned proactive ideas into award-winning work. Spearheaded projects from ideation, to design, all the way to execution and production. Transformed conceptual ideas into multimedia executions including brand activations, OOH, print, social and video that maximized earned media exposure. Excelled in a fast-paced, team-oriented environment while simultaneously managing changing priorities, tight timelines, budget constraints and client challenges.

**CLIENTS**// Brady: United Against Gun Violence, Colgate, Suavitel, Novartis, Circle K, Novo Nordisk, Supernus, Fanta, Proximo Spirits

**PUBLICIS GROUPE** NY / 2020-2022

Senior Art Director

Defined the brand identity for a newly developed product and helped it gain market interest in the competitive pharmaceutical space. Led design for a wide range of high-quality marketing materials including video, print, and digital materials which targeted healthcare professionals, pharmacists, and consumers. All while managing and mentoring junior creatives to help them prioritize workload and further their skill sets.

**CLIENT** // Novo Nordisk (Rybelsus)

**HAVAS** NY / 2018-2020

Junior Art Director - Art Director

Responsible for maintaining design principles across, web, print design, and print production for US & global pharmaceutical markets. Executed a high-visibility digital creative launch that included a new healthcare professional branded campaign, a responsive website, digital banner ads, and target emails.

**CLIENTS**// Novartis, Sanofi and Regeneron, Intercept Pharmaceuticals

**ODYSSEUS ARMS** SF / 2017

Art Director Intern

Produced conceptual creative ideas, deck frameworks, and social media content as part of a nimble and lean creative team.

**CLIENTS**// Gallo Wines (Carlo Rossi, Barefoot, André), Hotel Tonight

**COMPETITIVE EDGE** SF / 2017

Freelance Graphic Designer

**FORSCENE TECHNOLOGIES** LONDON / 2017

Marketing & Design Intern

## RECOGNITION

**CANNES LION** 2023

Bronze - Film

Turned my concept into an award-winning film for a worthy cause supporting Brady: United Against Gun Violence

## EDUCATION

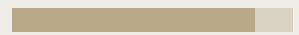
**UNIVERSITY OF COLORADO BOULDER** 2013-2017

Bachelor of Science in Advertising with emphasis in Studio Art

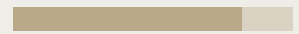
Certificate in Technology, Arts & Media

## SKILLS

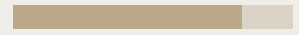
Photoshop



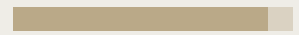
Illustrator



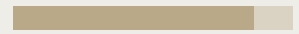
InDesign



PowerPoint



Design



Midjourney



(Aren't we all trying to figure this one out)

## OTHER

Portuguese speaker, Abstract puzzle solver, Realty TV binger, Painter



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