

SALOMÉ GURULI

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 973.650.1194

PROFESSIONAL SUMMARY

Experienced Creative Art Director with a background in fashion design as a Graphic Artist. Leveraging diverse experience to bring a unique perspective to advertising campaigns across various mediums. Known for employing productive techniques and achieving high levels of accuracy, committed to delivering impactful and visually compelling content.

SKILLS

- Conceptual Design / Thinking
- Brand Development
- Typography
- Print / Digital Design
- Wireframing
- Design Research
- Storyboarding
- Color theory
- Sketching abilities
- Video Composition
- Photo-Editing

EDUCATION

Virginia Commonwealth University
Richmond, VA • 05/2020

Master of Science:
Business/Branding. Art Direction.

Strohacker Design School
England, UK • 04/2017

Certification: Graphic Design

Moore College of Art And Design
Philadelphia, PA • 05/2009

Bachelor of Arts: Fine Arts. Fashion Design.

WEBSITES, PORTFOLIOS, PROFILES

- <https://www.salomeguruli.com/>
- <https://www.instagram.com/s.guruli613/?hl=en>
- <https://unsplash.com/@sguruli>

WORK HISTORY

BBDO Worldwide - Junior Art Director
Manhattan, NYC • 06/2021 - 03/2024

- Conceptualized and executed creative direction for print, digital, and video campaigns across diverse brands, delivering compelling visual narratives and driving engagement, including for Home Depot, Macy's and AT&T
- Directed photographers, illustrators, designers and production staff to ensure proper production of campaign elements
- Achieved a 350% increase in client program site registration through effective campaign strategies and execution
- Collaborated closely with cross-functional teams to develop and refine campaign strategies, ensuring alignment with client objectives and market trends
- Produced visual assets for social, interactive and broadcast campaigns
- Stayed abreast of industry trends to keep creative approaches relevant and competitive in the marketplace.
- Analyzed data and metrics to measure success of campaigns and adjust strategies accordingly.

Barrett Hofherr - Creative Intern
San Francisco, CA • 06/2019 - 08/2019

- Developed and executed art direction for print, digital, social, and video campaigns across multiple brands
- Actively participated in agency meetings, providing valuable insights and contributing to brainstorming sessions for upcoming projects
- Contributed to brainstorming sessions, generating fresh perspectives on existing projects.
- Provided valuable support to the creative director during high-pressure situations.