



hillary mcdaniel
associate creative director, art

contact me

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experience

Art Direction
Graphic Design
Social Media
Digital
Print
Outdoor
Broadcast
Experiential
Point of Sale
Email Marketing

skills

Expert

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Google Suite
Shopify
Wordpress
Squarespace
Kombucha Brewing

Apprentice

Adobe After Effects
Adobe Premier Pro
HTML/ CSS
Illustration
On-set Producing
Pottery Throwing

awards

2019 Gold LOU ADDY
2017 Silver BHM ADDY
2016 Best in Show
Student ADDY
2016 Gold Student ADDY
2015 One Show Exhibition

employment

VMLY&R | Atlanta, GA

Associate Creative Director, FEB 2022 - *Present*

Scoppechio/ Ovare Group | Louisville, KY

Associate Creative Director, NOV 2020 - JAN 2022
Art Director, OCT 2018 - NOV 2020

Intermark Group | Birmingham, AL

Junior Art Director, AUG 2015 - OCT 2018
Art Direction Intern, MAY 2015 - AUG 2015

clients

Retail - Sam's Club, Target Optical, Luxottica

Food & Bev - el Jimador Tequila, Glenglassaugh Scotch, Benriach Scotch, Bahama Breeze, Rita's Italian Ice, Cahaba Brewing Company

Travel & Recreation - Worldmark by Wyndham, Ohio Tourism, Alabama Tourism Department, The Birmingham Zoo

Education - Birmingham-Southern College,
The University of Alabama Supe Store

Health - Blue Cross and Blue Shield of Alabama, Protective Life, Physicians Mutual

Finance - Redstone Federal Credit Union,
Friends of Avondale Park

education

The University of Alabama

Bachelor of Communication Arts
Major: *Advertising* | Minor: *Design*
Graduated Summa Cum Laude May 2015