

Robin Renee Richardson

MULTIDISCIPLINARY ART DIRECTOR



Email:
robinrichardsonr3@gmail.com



Phone Number:
757 450 2513



Website:
robinrrichardson.com



LinkedIn:
in/robinrrichardson

STRENGTHS

Innovative Conceptual Thinking
Strategic Storytelling & Branding
Moodboards & Storyboards
Motion Design/Animation
Experiential Design
Brand Activations
360 Campaigns
Illustration

SKILLS

Adobe Creative Suite
PowerPoint
Keynote
Figma

EXPERIENCE

BBDO Atlanta Art Director

2021 - Present

Concept and execute 360 campaigns for Home Depot, HoneyBaked and Georgia Lottery

McGarrah Jessee Art Direction Intern

2020 - 2020

Presented innovative creative ideas on briefs for Whataburger, Case Knives and more

MAIP Virtual Engagement Program Fellow

2020 - 2020

Partnered with other creatives on client briefs and across multi-disciplinary platforms

WTVR-CBS6 Technical Director

2015 - 2021

Directed live newscasts, talk show and events in Richmond, VA

VCU Recreational Sports Marketing Assistant

2012 - 2015

Art directed, filmed, and photographed branded content with a cohesive brand voice

AWARDS & PARTICIPATION

2022 Gold Addy Winner

2022 Austin Addys Best in Show Student Work

2021 Young Ones Competition Merit Winner