

# Melanie Groover

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## EDUCATION

THE CREATIVE CIRCUS OCT. 2012 - SEP. 2014  
*Art Direction*

THE UNIVERSITY OF ALABAMA AUG. 2008 - MAY 2012  
*Bachelor's of Communications and Information Sciences*  
Major: Advertising Minor: Studio Art & Spanish

## WORK

HAVAS WORLDWIDE FEB. 2017 - PRESENT  
*ART DIRECTOR*  
-Create digital and social campaigns for Coca-Cola, Diet Coke, Coke Zero, and Coca-Cola Life.

J. WALTER THOMPSON APR. 2016 - FEB. 2017  
*JR. ART DIRECTOR*  
-Create print, television, and digital campaigns including web design for Marines.com  
-Work with clients such as: U.S. Marine Corps, Jiffy Lube, Pennzoil, Almay, U.S. Virgin Islands, Quaker State and FEMA.

SYNCHRONY FINANCIAL JAN. 2016 - APR. 2016  
*FREELANCE DESIGNER*  
-Create print/digital campaigns.  
-Work with clients such as: Marvel, and Synchrony Bank.

22SQUARED DEC. 2014 - SEP. 2015  
*JR. ART DIRECTOR*  
-Create social media/digital campaigns.  
-Collaborate with content team for Home Depot account.  
-Work with clients such as: Baskin-Robbins, Dunkin' Donuts, Southeast Toyota, and Publix.

DONER OCT. 2014 - DEC. 2014  
*ART DIRECTION INTERN*  
-Collaborate with team members to solve problems.  
-Integrate experiential advertising.  
-Form social media campaigns from concept to execution

"Cameron Frye, This one's for you."

## SKILLS

PROFICIENT IN:  
Adobe CS  
InDesign  
Illustrator  
Photoshop  
Bridge  
After Effects

FAMILIAR WITH:  
Premiere

LANGUAGE:  
English  
Spanish

ART DIRECTOR



