

# ALEXANDRA BYRD

ART DIRECTOR

2015-Present **FCB Health | New York, New York**

Art Director

An integral part of an internal think tank. Working on new business pitches delivering and creating exciting, unique, and award winning campaigns. Commercial shooting, international presentation and concepting, and client experience.

2014-2015 **FCB Health | New York, New York**

Junior Art Director

2011-2013 **Storycatcher Productions | Reston, Virginia**

Associate Producer - *The Reston Story*

Production Associate - *My Neighborhood*

Researched, planned, and scheduled shoots, organized archival material, and provided graphics for film.

2010-2014 **SCAD | Savannah College of Art and Design**

BFA: Advertising

Spring 2013 **SVA | School of Visual Arts — Rome, Italy**

MFA Workshop in design and typography.

Studying design history, theory & practice.

Awards

**DTC Perspective 2016**

Winner - Best New Brand/Indication Website

Winner - Best New Brand/Indication Print

**MM&M Awards 2016**

Finalist - Best Consumer Print Campaign

Finalist - Best TV Advertising Campaign

**2016 Trailblazer Award Finalist PM360**

Finalist - Direct-to-Consumer Campaign

**Peabody Award 2012**

Winner - Sheikh Jarrah, My Neighbourhood

**ALEXANDRABYRD.COM**

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