

ALEXANDRA BYRD

2017-Present **FCB Health | New York, New York**

Senior Art Director

Part of an internal think tank. Commercial shooting, international presentations, concepting, and client experience. Working on new business pitches, creating exciting and award winning campaigns.

2015-2017 **FCB Health**

Art Director

2014-2015 **FCB Health**

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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