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## Corey de Groot

Art Director/Creative

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## EDUCATION

VCU Brandcenter - 5/13

M.S. Mass Comm. Art Direction

Ithaca College - 5/11

B.S. Applied Psychology

## WORK

**Publicis, North America - New York** - Junior Art Director - Feb '14 - Nov '16

- Art Director for both digital and traditional brand communications for Dawn, Cascade, Swiffer, Oral-B and Tampax.
- Managed integrated 360 campaigns across web, mobile, in-store, and social media for P&G Home Care brands.
- Developed interaction and experience design for web and mobile sites.
- Concepting, art direction, content creation, key visuals, banner ads, e-Commerce, and design for social media channels including Facebook, Twitter, Instagram, and Youtube.
- Led creative on integrated marketing strategies for brand platforms and product initiatives including brand visual identity.
- Participated in consumer research to inform creative strategy.

**Disney's Yellow Shoes Creative Group** - Art Director Intern - Jun '13 - Jan '14

- Worked for Disney's internal advertising agency.
- Designed and created a new brand campaign for DisneyQuest.
- Art Directed and designed downloadable content for Disney Cruise Line and Disney Springs.
- Directed Photo shoot for images to be used in ads, print brochures, and other web assets.
- Created banner ads for Disney Resorts for CRM.
- Concepted, Art Directed, managed, and commissioned illustrator for Disney Parks installation mural.

**JWT - New York** - Art Director Intern - Jun '12 - Aug '12

- Worked on campaigns for major brands such as Halls, Macy's, Smirnoff, Lean Cuisine, Drumstick, and Listerine.

**Sesame Workshop "Sesame Street"** - Outreach Intern - Jun '09- Aug '09

- Worked on production and outreach brought to you by the letter B.

## SKILLS

Photoshop, Illustrator, InDesign, After Effects, Wireframes, HTML 5, Photography, Microsoft Office Suite.