

# Charlotte Ableman

## ART DIRECTOR

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## EDUCATION

### University of Miami

2014-2018  
B.S. in Creative Advertising  
Minors: Marketing & Interactive Media

### Cannes Lions Festival

Study Abroad Summer 2017

### PhilADthropy

Volunteer 2016

## HONORS/AWARDS

### 1st Place NSAC Regionals

2018 - Ocean Spray

### Future Lions Shortlist

2017 - Amazon Audibraille

### 1st Place PRADY

2017 - Amazon Audibraille

### Dean's List

7 Semesters

## INTERESTS

Skiing  
Crafting  
Traveling  
Kayaking  
Scuba Diving  
Dog Whispering  
Caring for the Planet  
Assembling IKEA Furniture

## WORK EXPERIENCE

### National Student Advertising Competition - Coral Gables, FL

Creative Director (2017 - 2018)

Selected to join NSAC, a year long program charged with creating a corporate advertising campaign (for Ocean Spray). Originally participated as an Art Director and content creator, but became a Creative Director and managed the team of creatives in developing the campaign. Designed the presentation deck as well as participated on the presentation team.

### Orange Umbrella Student Consultancy - Coral Gables, FL

Creative Director (01.18 -05.18)

Responsible for managing creative teams for specific clients, overseeing creative development of concepts and strategy, ensuring teams complete work on time, and participating in client meetings, working face to face with them.

Art Director (08.17 - 12.17)

Managed creative teams, oversaw creative development and strategy, made sure teams completed work on time. Created and implemented a brand identity and assets for a client.

### Ronin Advertising Group - Miami, FL

Jr. Art Director (06.17 - 08.17)

As a Jr. Art Director, I was assigned to a specific client and worked directly under the Art Director, creating print ads, digital ads, newsletters, and internal infographics.

Jr. Graphic Designer (06.16 - 08.16)

As a graphic design intern, I assisted in agency work for their clients including social media content and planning as well as internal design needs for Ronin.

## SKILLS & PROFICIENCY

### Advanced Proficiency



Typography, Graphic Design, Branding

### Working Proficiency

HTML/CSS, Wordpress, Sketch, Figma