

AMAYA DE VLEESCHAUWER



EXPERIENTIAL ART DIRECTOR & CREATIVE HYBRID

CONTACT

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- www.amaya-dv.com

EDUCATION

Florida International University
(2017 - 2019)

Master of Science
Global Strategic
Communication

Miami Ad School, Miami
(2017 - 2019)

Portfolio Track
Art Direction

University of North Carolina in
Wilmington (2012 - 2016)

Bachelor of Arts
Communications and
Advertising

SKILLS

Professional

- Organized
- (Interpersonal)
Communication
- Leadership
- Creative Direction
- Networking
- Disciplined
- Solving Problems
- Reliable and punctual

PROFILE

Experiential Art Director with passion for management and leadership. Creative approach to idea and concept creation. Building long lasting experiences for brands and their consumers.

PROFESSIONAL EXPERIENCE

Director of Experience

Miami Ad School, Punta Cana | April 2020 - Current

- Navigated vendor relationships
- On-boarded new team members and created working teams
- Operated and implemented social media campaigns
- Project Management and setting up work flows through Trello
- Facilitated feedback from stakeholders to the working team
- Integrated timelines, tasks, and meetings

Experiential Art Director

Everlast Productions | August 2019 - April 2020

- Ideated concepts for events and experiential marketing
- Designed mock-ups of concepts
- Created mood and inspiration boards for events
- Developed final presentations in Keynote (or PowerPoint)
- Event production (space planning, stage design, scenic production)
- Event logistics (tracking budget, quotes, invoices)

Clients: Bacardi, Viacom, Pandora, European Wax Center, Miami Heat, Grey Goose

Jr. Art Director

Edelman NYC | April 2019 - June 2019

- Ideated social media campaigns
- Designed client presentations
- Created mock-ups for concepts

Clients: Samsung, TAZO, V+Hydrate, Talitha Kum, Ishares

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SKILLS

Technical

- Illustrator
- Photoshop
- InDesign
- Premier
- AutoCAD
- VectorWorks
- Trello
- GoogleDrive
- Zoom
- Microsoft Office

Languages

- German
- English
- Spanish (conversational)

RECOGNITION

Published

- Art Basel -
Beefeater Gin

Award

- Photography -
Miami Ad School

PROFESSIONAL EXPERIENCE CONTINUED

Art Director & Event Producer

TSL Global Media | April 2018 - January 2019

- Handled artist and vendor relationships
- Arranged and managed photoshoots for artists
- Produced events at Art Basel for artist performances

Art Director & PR Intern

The Workshop Collective | July 2018 - September 2018

- Designed presentations
- Assisted lifestyle photoshoots at hotels in South Beach, Miami
- Ideated product photoshoot
- Created PR events for movie promotion

Clients: Carillon Hotel, The Anderson, Coyo Taco, 1-800-Lucky, ONE Hotel, MeMiami

Art Director & Event Manager

Art Vibes & Fashion | January 2016 - April 2017

- Hosted art showcases throughout the US
- Organized event logistics (budget, invoices, invitations)
- Planned annual calendar for activities & events

Social Media Intern

Wilmington Fashion Week | January 2016 - April 2016

- Created content for social media platforms
- Handled castings and timesheets
- Maintained client and vendor relationships