

# AMAYA DE VLEESCHAUWER



EXPERIENTIAL SPECIALIST & CREATIVE PRODUCER

## CONTACT

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## 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

- Project Management  
(Interpersonal)  
Communication
- Leadership
- Creative Direction/  
Design
- Networking
- Disciplined
- Solving Problems
- Reliable and punctual

## PROFILE

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

## PROFESSIONAL EXPERIENCE

### Creative Producer & Experiential Specialist

Street Attack, NYC | July 2021 - Current

- Project Management and setting up work flows through Asana
- On-boarding new freelancers and creating working teams
- Developing and ideating experiential and marketing campaigns
- Facilitating feedback from stakeholders and clients to the working team
- Navigating vendor and client relationships
- Producing final Run of Shows
- Guiding founder and developing team with website and rebranding process

### Experiential Art Director

TEAM, Miami | June 2020 - March 2022

- Creating client-facing presentations
- Designing mock ups and mood boards
- Implementing stakeholder and client feedback

### Director of Experience

Miami Ad School, Punta Cana | April 2020 - Current

- Navigating vendor relationships
- On-boarding new team members and creating working teams
- Operating and implementing social media campaigns
- Project Management and setting up work flows through Trello
- Facilitating feedback from stakeholders to the working team
- Integrating timelines, tasks, and meetings

# AMAYA DE VLEESCHAUWER



EXPERIENTIAL ART DIRECTOR & CREATIVE HYBRID

## SKILLS

### Technical

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

### Languages

- German
- English
- Spanish (conversational)

## RECOGNITION

### Published

- Art Basel -  
Beefeater Gin

### Award

- Photography -  
Miami Ad School

## PROFESSIONAL EXPERIENCE CONTINUED

### Experiential Art Director

Everlast Productions, Miami | 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

### 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