

Corinne Baker

Education

Syracuse University

May, 2020

S.I. Newhouse School
of Public Communications
B.S Advertising, Art Direction
Psychology Minor

Skills

Design

XD

InDesign
Illustrator
Photoshop
Lightroom
Premiere

Microsoft

PowerPoint
Keynote

Social Media

Facebook
Instagram
Twitter
Snapchat

Awards

New York Festivals Advertising Awards 2020

My campaign made the Shortlist

- CTRL Emotion
- Innovative campaign

The One Club Winner, 2019

Portfolio Night All-Stars

- One of 24 winners worldwide, sent to NYC for 5 days to compete in creative teams on the Spotify campaign

Creativity International 2019, Silver

- Burger King Bring Back the Dead
- Integrated campaign

GRAPHIS New Talent 2019, Gold

New Talent Annual 2019

- OFF Deep Woods Bug Repellent
- Print campaign

Experience

Junior Art Director *November, 2020 - Present*

Havas Health & You - Village X

- I work on the Otezla (Amgen) account creating branded emails, animated banners, leave-behinds, patient materials and more. Successfully assisted the team in launching a new campaign overhaul.
- I work on the Narcan (Emergent Biosolutions) team developing both branded and unbranded materials including PSA videos, animated banners, and DTC and HCP materials that help end the stigma surrounding opioid overdose and provide information on how to access and properly use Narcan

Art Director *June, 2020 - August, 2020*

TBWA\RAAD, Dubai (Worked Remotely)

- Worked virtually with my copywriter partner and the creative team to develop campaigns for various clients
- Assisted the PR department in designing branded templates and layouts

Art Director *September, 2019 - December, 2019*

Mower, Syracuse, New York

- Developed campaign concepts for Mower in the Syracuse community
- Ensured the ads we produced reflected Mower's brand identity

Art Director *June, 2019 - August, 2019*

Concept Farm, New York, New York

- Clients included Surterra Wellness, Christmas Tree Promotion Board, and Empire Auto Network
- Worked on a new business pitch that included strategy, creative concepts (online, social, outdoor, experiential, TV)

Art Director/Vice President *Fall, 2017 - January, 2020*

TNH Ad Agency, Syracuse, New York

- Assist in the creative review process for final deliverables
- Create Ad Campaigns for Make-A-Wish, Vermont's department of marketing and tourism, and Drink Simple

Corinne Baker

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