

# LINA YAGHI

## ASSOCIATE CREATIVE DIRECTOR, ART

Visionary leader & creative strategist specializing in innovative thinking and mentorship.

### CONTACT

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### EDUCATION

**Certification in Art Direction & Design**, Portfolio Center, Atlanta

**Bachelor of Science in Advertising**

University of Texas Austin

### RECOGNITION

★ **Multicultural Excellence Award**

ANA 2021, HBO #HumanByOrientation Pride Event

★ **Communication Arts: Interactive Web Pick** 2018 "What Diversity Gives Us"

★ **Bronze ADDY Award** 2014, Digital

Advertising, Nescafé with Coffee-mate Product Launch

★ **Clio Shortlist, Innovative Media**

2012 #SingMyTweet, 54<sup>th</sup> Grammys

### SKILLS

+ **Expert-level proficiency in**

**Adobe Creative Suite:**

**Photoshop, Illustrator, InDesign**

+ **After Effects**

+ **Social Media**

+ **Graphic Design**

+ **Video Production**

+ **Photography**

## ASSOCIATE CREATIVE DIRECTOR, 160over90 Mar 2023 - Mar 2024

*Clients: McCombs School of Business, OnRamps, Texas Tech, PBR*

- Strategically developed brand identities, design systems, & marketing collateral.

## ASSOCIATE CREATIVE DIRECTOR, University of Phoenix 2020 - Mar 2023

- Developed motion graphics creative responsible for a 42% increase in click thru rate while maintaining a low cost per conversion rate.

## FREELANCE CREATIVE DIRECTOR, Twitter 2019 - 2020

*Clients: @TwitterGaming, @TwitterWomen @TwitterHealth&Safety*

- Campaign management of gaming experiential influencer activation live-streamed by over 45 million.
- Developed visual system for health and safety videos that drove a 30% increase in site session duration.

## FREELANCE CREATIVE DIRECTOR, Msmeiyagi LLC 2014 -2016, 2018-2019, 2021

*Clients: HBO, ATT, Beats By Dre, Alba Botanica*

- **ANA Multicultural Excellence Award 2021** AT&T #DreamInBlack
- Direct management of designers, copywriters, creators and all content for nonprofit, Muslim Women Professionals as Marketing lead.
- Creative direction and project staffing for ATT's #DreaminBlack and HBO's #HumanByOrientation Pride experiential & social marketing.

## SENIOR ART DIRECTOR, Dailey LA 2016 - 2018

*Clients: Honda Powersports (AOR), Dole, SweetTarts, William Lyon Homes*

- Led brand development and project management of Honda Powersports campaigns & launches.
- Dual role in diversity initiative, featured in **Ad Week & Communication Arts**.
- Managed multi-media production assets, content creation, including photography retouching, video production, color and sound.
- Identified innovations through trend analysis across several social brands to increase engagement.

## SENIOR ART DIRECTOR, MXM (Accenture) 2013 - 2014

*Clients: Allergen, Nestle 2-in-1, Nestle NIDO, Krusteaz*

- Won **Bronze ADDY Award** for Nescafe with Coffee-mate Product Launch.
- Ideated 3D Las Vegas style key art for campaign above.
- Managed production, provided creative strategy, designs, and client presentations.
- Designed first ever mobile responsive website Nestle NIDO.

## ART DIRECTOR, TBWA/Chiat/Day 2011 - 2013

*Clients: Infiniti, The Grammys, Johnson&Johnson, Crate&Barrel, Pepsi*

- **Clio Awards Innovative Media shortlist** #SingMyTweet, social media stunt
- Grammys campaign broke the record for social media mentions in a broadcast.
- Provided art direction and design across Broadcast, OOH, Social, Print and Digital.
- Built communication and problem solving skills working with project vendors and managing interns in completion of creative assets.