

CARLY CIVELLO

creative. candid. curious.

CONTACT

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SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Premiere Pro
Adobe Lightroom
Adobe After Effects
Adobe XD
Agorapulse
Sprout
Hootsuite
Microsoft Suite
Meta Business Suite
WordPress
Squarespace
Shopify
Wix
Miro
French (Intermediate)
Sketch
Figma

CERTIFICATIONS

- Google Ads Search Certification (August 2021)
- Google Measurement Certification (August 2021)
- COVID-19 Small Business Consultant (October 2020)

AWARDS

- da Vinci Award | Temple University April 2022
- Philadelphia Club of Advertising Women Scholarship | April 2021
- Top Junior in Advertising Temple University | April 2021
- Employee of the Year The Temple News | May 2021
- Advertising Departmental Award Temple University | April 2020

RELEVANT EXPERIENCE

Associate Art Director | Evoke | Philadelphia, PA | May 2022-Present

- Collaborate with copywriters to create branded and unbranded assets including websites, print pieces, social media posts, web banners, videos, style guides, and email marketing
- Conceptualize branding, designs, and advertising campaigns from scratch with copywriters and other art directors
- Lead client calls and internal reviews of designed pieces
- Participate in the agency's Global Health Equity Taskforce (GHET) as a member of the mental health and psychological safety sub-committee

Art Director | Department of Advertising and PR at Temple University Philadelphia, PA | December 2021-May 2022

- Designed logo and website for a Klein GO Winter course
- Created advertisements for course symposium
- Worked closely with course professor in planning promotional materials for symposium

The Temple News | May 2020-May 2022

Graphic Designer | Philadelphia, PA | October 2021-May 2022

- Illustrated graphics for print and online publication
- Conceptualized artwork for opinion articles

Assistant Design Editor | Philadelphia, PA | May 2021-October 2021

- Illustrated graphics for stories on a weekly basis
- Supervised a team of six student freelancers
- Designed infographics for social media accounts
- Created the logo for The Temple News centennial

Advertising Manager | Remote | May 2020-May 2021

- Supervised a sales staff of 10 students
- Negotiated advertising sales with clients (generated \$28,695.18 of independent sales during the fall semester)

Senior Digital Consultant | Institute for Business Information and Technology at Temple University | Remote | June 2020-December 2021

- Designed logos, social media guides, and websites for five businesses and nonprofits suffering during the pandemic
- Formulated plans to increase engagement on newsletters and social media
- Coordinated with other consultants and clients to meet 10-day project deadlines

Intern | Flytedesk | Remote | June 2021-October 2021

- Designed promotional items for student media conferences and events
- Worked independently with vendors and printers to deliver finalized promotional materials
- Wrote copy and developed graphics for two educational guides for student media organizations

EDUCATION

Temple University | Klein College of Media and Communication | Philadelphia, PA
B.A. in Advertising with Concentrations in Art Direction and Copywriting | GPA 3.99
Summa Cum Laude | May 2022