

VANESSA

CREATIVE DIRECTION FOR BRAND,
PHOTO, VIDEO, AND DIGITAL

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GADBERRY

VANESSAGADBERRY.COM

On year 10 of a career brand story that binds digital design, on-set producing, styling, and directing with retail gloss aesthetic for agency & in-house.

2021 **ACD**

2019 Hero Digital

Leading client pitches. Developing and leading branding. Designing in Sketch, Keynote, Adobe CC. Sourcing creatives and creative vendors. Creative for digital, motion, print, and tradeshow.

Areas of Affect // D&I pro bono work, hiring + mentoring, managing in-agency and contract creatives, new client pitch decks, establishing the new Minneapolis office location

Clients // U.S. Bank, Gigamon, Fisher 401k, Equitable, Simmons Bank, Bank of Hawaii

2019 **CREATIVE DIRECTOR**

2017 Shinebox Creative, Minneapolis, MN

Leading clients in branding and digital. Partnering with creatives in cinematography, motion, photography, brand, print, and digital. Overhauling agency's online presence and website.

Clients // Essentia Health, 3M, Boston Scientific, Frigidaire, Wings Financial, Sanitaire

2019 **CREATIVE DIRECTION**

Consulting - Jane Fonda, L.A. Milk Studios

Presented Jane's team & partners with shoot, set, and styling concepts. Coordinated the production of the set creation in L.A., attended for on-set direction and production.

2017 **ART DIRECTOR - PHOTO, VIDEO, DIGITAL**

2014 EVINE Television Network

Partnering with internal teams across C-suite, marketing, content, merchandising, warehouse, and pre-roll & live studio counterparts.

Brands // Beekman 1802, Butter London, Cailyn, Cover FX

Personalities // Michelle Williams, Paula Deen, Beekman Boys, Dr. Terry & Heather Dubrow, Nancy O'Dell, Joyce Giraud and more.

2014 **MULTIMEDIA DESIGNER**

2011 EVINE Television Network

Designing thousands of assets for .com, promo & CRM emails, social, mobile app design, cart checkout wireframes and UX/UI design working directly with PM & IT partners.

DESIGN Photoshop, Illustrator, InDesign, Sketch, Figma, XD, Invision, Wordpress, Squarespace

MEDIA Capture One, Lightroom, Premiere Pro

UTILITY Google, Apple, and Microsoft products, Keynote, Slack, Basecamp, Jira

2011 **BACHELOR OF SCIENCE, ADVERTISING**

2007 The Art Institutes International | MPLS, MN

AWARDS

ESSENTIA HEALTH

2019 AdFed The Show

Sound design, SILVER PIN

3M SECUREFIT

2019 AdFed The Show

Video sales promo, SILVER PIN

SHINEBOX HOLIDAY

2019 AdFed The Show

Ad industry self-promo, BRONZE PIN