

ANNABELLE PETERSON

Art Director

EDUCATION

Brigham Young University, Provo, Utah (September 2017- April 2023)

- Advertising Major and Design Thinking Minor
- BYU Ballard Scholar in Social Impact
- Cannes Lions International Festival of Creativity Attendee, (June 2022)
- Dean's List of Communications (2020-2023)
- BYU academic scholarship (2018-2023)
- Communications Director, BYU Student Alumni (August 2021-October 2021)
- Student Governing Board, BYUSA member, (August 2017-June 2018)

EXPERIENCE

Art Director Intern, BBDO, Los Angeles California

June 2023 - Present

- Interacted and provided ideas to a variety of clients
- Ideated and pitched impactful work on quick timelines
- Oversaw progress on projects from start to finish
- Collaborated closely with Copywriter partner and Creative Directors daily

Rebrand Art Director/Designer, Sportsish, Remote Freelance

June 2023 - September 2023

- Lead the rebrand (launching fall 2023) for this young and up and coming brand
- Organized and lead all meetings and created the brand guide
- Collaborated closely with a designer to bring the client's vision to life
- Ideated stunts, activations and new logos for the client

BYU School of Communications, Student Ambassador, Provo, Utah

January 2023 - April 2023

- Planned and executed Communication School events
- Designed advertisements for the School of Communications
- Interviewed professors about their current research

BYU AdLab, Art Director, Provo, Utah

September 2022 - April 2023

- Selected personally by faculty to work for BYU AdLab
- Coordinated with clients to deliver satisfactory content
- Lead a team of creatives in planning and executing content and campaigns

Video Volunteers, Social Impact Internship, Provo, Utah

January 2022 - April 2022

- Researched to find unheard voices on social media
- Created content to post on social media
- Created informational materials for the organization

CONTACT

annabellepeterson.com

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SKILLS

- Excellent leadership and interpersonal skills
- Adobe Creative Suite Applications
- Managing and completing complex projects on tight deadlines
- Maintaining Client Relations

LANGUAGES

- Proficient in French

SERVICE

Full Time Missionary, The Church of Jesus Christ of Latter Day Saints France, Lyon

June 2018-December 2019

- Supervised, coached and a helped 60+ missionaries across France
- Assisted in various refugee communities across France

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*GO CHECK OUT MY
"CHEF'S KISS" WORK
IF YOU WANT TO HAVE
SOME FUN!*

