



# GINA STENNETT

## ART DIRECTOR

Maiden Name: Gina Munson

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www.ginacreative.design

## MY OBJECTIVES

"I am looking for a position that challenges me to grow as a storyteller and emphasizes the little details that bring stories together. I am seeking a highly collaborative space where I can learn from others and become a better art director."

## PERSONAL

Age // 26 years

Nationality // American

Retired College Athlete

Certified People Person

## SKILLS

Ideating

Research

Illustration/Design

Public Speaking

Problem Solving

## STRENGTHS

Creativity

Communication

Quick Learner

Leadership

## PROGRAMS

Google Programs

Adobe Photoshop

Adobe Illustrator

Adobe Premier

Adobe After

Microsoft Programs

## EXPERIENCE

### HUMAN8

May 2022 - present

#### INFORMATION DESIGNER

I help take consumer insights and turn them into creative and visual stories, helping major companies (such as Chick-fil-A, GolfPride, Mars Petcare, and more) to best serve their consumers. I've been a key part in helping Human8 see the opportunities that come with providing in house illustration and design for clients when testing concepts such as commercial storyboards, futuristic concept illustrations, and more. I'm also involved in the day to day advertising operations for NEA Member Benefits.



June 2021 - Aug. 2021

#### BX INTERN

I helped the Brand Experience department grow the B2B marketing operations by pitching a campaign to the Baltimore Orioles, helping art direct and storyboard videos for Dupont, creating social graphics for the Delaware Lottery, among other campaigns. I helped the team prioritize the brand experience throughout the creative campaigns and participated in it from all sides (marketing and planning through execution).

May 2018 - Aug. 2018

#### MEDIA INTERN SLEEPING BEAR DUNES



I had the unique opportunity to be in charge of the National Park's media materials while also being a park ranger in the education department. During my time I was able to create an education program that included postcards I illustrated to help listeners learn about the history of the area that is still used today. My photography, program writeups, and social media SOP is still used by the park today.



Nov. 2021 - May 2022

#### SOCIAL MEDIA COORDINATOR

Small, family-owned business. I create, run, and monitor all social media platforms, strategies, and marketing decisions. Since I have started, engagement on our socials has increased 91%, followers increased 6.4%, and we have reached 478% more people while also seeing more demographics being reached in store.

## EDUCATION

Aug 2017 - May 2022

#### COLLEGE FOR CREATIVE STUDIES

MAJOR: ADVERTISING MINOR: ILLUSTRATION  
Extensively learned the creative process, the importance of an idea, & how to visually communicate.

Aug 2015 - May 2017

#### CENTRAL MICHIGAN UNIVERSITY

MAJOR: ELEMENTARY EDUCATION // TRANSFERRED '17  
Learned about different types of learners - sparked my interest in Visual Communication. Played Softball at CMU. Member of the 2017 MAC Regular Season Champion team.

## ART

#### MOVEMENT FESTIVAL BILLBOARD

Design contest at CCS, 2nd place and Scholarship Award Winner

#### TAHQUAMENON FALLS STATE PARK

Painted the Wayside for the Lower Falls - 2 installments

#### ADDY AWARD - SILVER AWARD

Flint Addy Awards 2022  
Silver Award Winner for Spotify Experiential Ad Campaign

#### COLLEGE FOR CREATIVE STUDIES STUDENT SHOW

Selected and shown in 2018,19,22