

# TRACY OKAFOR

## ART DIRECTOR

### PERSONAL PROFILE

With years of experience and a proven track record of success, I am a creative and innovative thinker grounded in empathy and artistic expression.

### CONTACT INFO:

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**Portfolio:** [www.tracyokafor.com](http://www.tracyokafor.com)

**LinkedIn:** [@tracyokafor](https://www.linkedin.com/in/tracyokafor)

**Instagram:** [@artbytracyo](https://www.instagram.com/artbytracyo)

### TOOLKIT

#### Software

- Adobe Creative Suite
- Microsoft Office

#### Branding

- Visual Identity Design
- Social Media Marketing

#### Design

- DesignThinking
- Prints + Layouts
- Presentation Design
- Illustration

### ASK ME ABOUT

- My personal artwork
- My love of all things nail design
- My (healthy) obsession with SpongeBob
- My switch from Brand Management to Art Direction

### EXPERIENCE

#### ART DIRECTOR

**TBWA\Chiat\Day NY | July 2024-Present**

- Carnival, Hilton

#### ASSOCIATE ART DIRECTOR

**Dentsu Creative | June 2022-July 2024**

- American Express, Delta, Resy, Subway, Apple TV+

#### LIASONS GLOBAL COACHING ACADEMY

**London International Awards | October 2023**

- Attended the 2023 LIAsons Global Coaching Academy and worked with other international creatives to create campaigns, participate in agency workshops, and network with industry professionals

#### ART DIRECTION INTERN

**Dentsu Creative | May 2021-Aug 2021**

- Produced branding assets such as banner ads, social posts, and other promotional content for American Express
- Created animations for American Express partnership with the 2022 US Open Tennis Tournament

#### ART DIRECTION INTERN

**VCU Ad Club | June-July 2020, June-July 2021**

- Created a rebranding campaign for The International Centre for Missing and Exploited Children which included new logo designs and branding assets
- Created a promotional stunt for Buy For A Black Woman which included 3D store models, banner ads, social posts, and co-branded merchandise

#### MAIP FELLOW 2020 + 2021

**4A's Foundation | Feb 2020-Aug 2020, Feb 2021-Aug 2021**

- Selected out of 500 candidates to participate in a 22-week nationwide fellowship
- Participated in career development opportunities including agency workshops and projects, interactive forums, and a mentorship program
- Attended the Face of Talent conference where I networked with industry professionals

### EDUCATION

#### VCU BRANDCENTER

**MS, Creative Brand Management | 2020-2022**

#### VIRGINIA TECH

**BS, Marketing Management | Aug 2016-May 2020**