



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

TOOLKIT

Software

- Adobe Creative Suite
- Microsoft Office
- Final Cut Pro

Branding

- Visual Identity Design
- Social Media Marketing

Design

- DesignThinking
- Prints + Layouts
- Presentation Design
- Illustration

ASK ME ABOUT

- Freelance Artwork
- My love of funky nails
- My switch from Brand Managemnt to Art Direction

WORK HISTORY

ART DIRECTION INTERN

Dentsu McGarryBowen | 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 2021-July 2021

- Selected to be one of 200 participants in a virtual eight-week educational program organized by the Ad Club at VCU
- Created a promotional stunt for Buy For A Black Woman which included 3D store models, banner ads, social posts, and co-branded merchandise

ART DIRECTION INTERN

VCU Ad Club | June 2020-July 2020

- Selected to be one of 200 participants in a virtual eight-week educational program organized by the Ad Club at VCU
- Created a rebranding campaign for The International Centre for Missing and Exploited Children which included new logo designs and branding assets

MAIP FELLOW 2020 + 2021

\$A'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

ACADEMIC HISTORY

VCU BRANDCENTER

MS, Creative Brand Management | 2020-2022

- GPA: 3.7

VIRGINIA TECH

BS, Marketing Management | Aug 2016-May 2020