



JAMES COCCARO

## PROFILE

Hi, I'm James. Also known as the Version King and voted Grandma's Biggest Fan since 2008. If I'm not creating cutting-edge designs or strategizing big ideas, you can find me curating the perfect playlist for leg day. And I've got to stay in shape because who else is going to carry your agency's culture on their back? Friends say I'm magnetic. Co-workers say I'm charming. I say being detail-oriented and wildly creative can co-exist. Want me to show you how?

## CONTACT

### Email

Jamescoccaro6@gmail.com

### Website

Jamescoccaro.com

## SKILLS

### Adobe Suite

Photoshop, Illustrator, InDesign, Lightroom, Procreate, Premiere, After Effects

### Microsoft Office Suite

Word, Powerpoint, Excel

### Design Programs

Blender, Procreate, Figma

# EDUCATION

## BACHELOR OF SCIENCE

Univeristy of Miami

05/2022

Major: Advertising: Creative Track

Minor: Psychology

# WORK EXPERIENCE

## Freelance Art Director / Graphic Designer

04/2023-Present

*Made In July*

Made In July provides strategically-sound and impactful creative solutions for businesses often overlooked by traditional agencies. Worked on many services such as research and competitive audits, brand designs and visual identities, as well as content creation and web design.

## Freelance Art Director / Graphic Designer

05/23-Present

*BryteBox Consulting*

BryteBox has been developing and executing "out-of-the-box" solutions for clients. We are passionate about what we do, placing extraordinary efforts on providing personalized services that deliver increased brand awareness, visibility and positively influence your brand's equity. Worked on client projects including videos, social media, branding, content creation, and concepting new ideas.

## Marketing Intern

01/23-05/23

*KZ\_K Studio*

KZ\_K Studio is a high fashion women's apparel company. Provided brand support including product promotion, client package ideas and execution, new social media upgrades, design and copy editing across different content, remodeling website, planning and shooting photoshoots, and helped streamline communication between all the departments.

## Student Vice President of Creative Development

01/21-05/22

*Orange Umbrella Consultancy*

Orange Umbrella functions as living, growing business while building strong client relations and a collaborative business environment. Helped organize workflow within department and train junior creatives on processes and best practice, conceptualized and generated creative materials for clients across a variety of media including web, social, print and more, designed full brand guidelines and multi-platform campaigns to help build clients' businesses, responsible for ensuring final deliverables meet client's creative needs and standards, and assisted on projects creatively as needed.

## Student Content Creation Chair

09/20-05/22

*UThrift*

UThrift is a weekly on campus popup that provides students with the opportunity to thrift and donate clothes with the idea of reducing their participation in the fast-fashion industry. Designed weekly popup and monthly event flyers, created unique content for social media and in person events, and worked the on-campus stand.

## Student Graphic Designer

08/21-05/23

*What Matter To U Agency*

What Matters to U Agency (WMTU) is the newest addition to the Student Government family at the University of Miami. At its core, the purpose of WMTU is to devise, plan and execute events that will appeal to multiple facets of the student population. Worked on a complete social rebranding, event flyers, content creation, and assisted in event organization.

