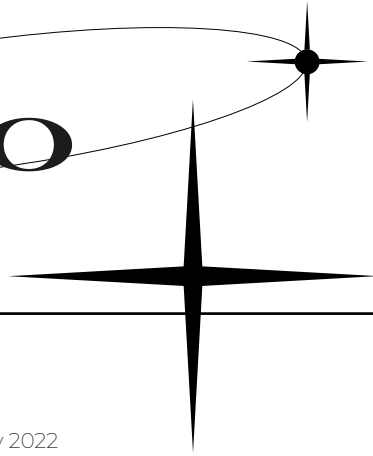




# JAMES COCCARO



## EDUCATION

### CREATIVE ADVERTISING BSC

University of Miami / Coral Gables, Florida Sep 2018 - May 2022

## EXPERIENCE

### FREELANCE ART DIRECTOR/DESIGNER *Made In July / Remote / Jan 2023 - Present*

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

### MARKETING INTERN *KZ\_K Studio / New York City / Jan 2023 - May 2023*

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

### VICE PRESIDENT OF CREATIVE DEVELOPMENT *Orange Umbrella / Dec 2021 - May 2022*

Orange Umbrella functions as living, growing business that helps me become familiar with the professional world by working with real clients while building strong client relations and a collaborative business environment.

As the VP of Creative I:

- Organize workflow within department and train junior creatives on processes and best practice.
- Conceptualize and generate creative materials for clients across a variety of media including web, social, print and more.
- Design full brand guidelines and multi-platform campaigns to help build clients' businesses.
- Responsible for ensuring final deliverables meet client's creative needs and standards.
- Assist on projects creatively as needed.

### CREATIVE DIRECTOR *Orange Umbrella Miami / Aug 2021 - Dec 2021*

### DESIGNER *Orange Umbrella Miami / Jan 2021 - Aug 2021*

### CONTENT CREATION CHAIR *UThrift / University of Miami Sep 2020 - May 2022*

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.

As the Content Creation Chair I:

- Design weekly popup and monthly event flyers in accordance to the UThrift brand guide.
- Create unique content for social media and in person events that is engaging and inviting.

### GRAPHIC DESIGNER *What Matters To You / University of Miami Aug 2021 - May 2022*

The 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. WMTU aims to listen to the campus community and turn feedback into engaging events.

## PROFILE

Highly organized and detail oriented who is dedicated in assisting a team reach its goal using the help of the creative ideas and abilities I have to offer.

## CONTACT

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(631) 682-1257

## SKILLS

### Adobe Suite

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

### Microsoft Office Suite

Word, PowerPoint, Excel

## HOBBIES

Traveling

Photography

Fashion/Styling