

STEFANI GUEST



SKILLS

Adobe Creative Suite (Photoshop, Indesign, Illustrator, After Effects), Microsoft Office, Wordpress, Hubspot, Graphic Design, Art Direction, Advertising, Typography, Print, Responsive Web, Video editing, Podcast management, HTML/CSS

EDUCATION

Texas A&M University-Commerce
BFA, Visual Communication, Design
Communications Emphasis
Cum Laude | May 2014

ACHIEVEMENTS

Production of EXP. Magazine
Produced print+ digital publication for *Ogilvy* Experience that garnered 36k impressions | 2022 & 2023

Bottle Rocket website rebuild
Redesign and development of BottleRocketStudios.com | 2022

DSVC Recognized
Senior Portfolio | May 2014
“One Flew Over the Cuckoo’s Nest” book | May 2014
“The Help” book cover | April 2013

NIRSA Creative Excellence Award
Comprehensive Brochure, 1st place
March 2013

EXPERIENCE

Bottle Rocket Studios, An Ogilvy Experience Company

Senior Art Director, Marketing (March 2018 - Present)

- Transformed Bottle Rocket brand from a startup into a competitive corporate consulting and development agency in the B2B market.
- Manage and mentor internal creatives, direct freelance creatives, and work side by side with vendors.
- Led the conceptualization and delivery of creative concepts and assets for brand and product offering launches within the organization.
- Managed the visual execution of multi-channel marketing assets including digital/print ads, brochures, magazines, website, video as well as experiential graphics.
- Developed, managed, and elevated marketing videos showcasing digital products for our clients.

Marketing Art Director (January 2017 - February 2018)

- Develop, manage, and evolve the Bottle Rocket brand across various media platforms.
- Collaborate with senior executives for new business presentations and internal/external marketing initiatives.
- Execute marketing/advertising strategies from concept to completion, meeting critical project timelines in a fast-paced environment.

Matchfire

Senior Graphic Designer (February 2015 - November 2016)

- Creative and detail-oriented design leader
- Meet marketing/advertising strategies from concept to completion while adhering to critical project timelines in a fast-paced environment.
- Play a key role on projects and supervise junior and intern designers in creating concepts, comps, layouts and final art.
- Partner with senior executives on new business presentations and support internal and external marketing initiatives.

StudioGood

Graphic Designer (June 2014 - February 2015)

- Create websites from single page campaigns to full multipage sites.
- Create other marketing materials like fact sheets, emails, and social media marketing.
- Design and format decks for presentations.
- Logo design and full branding projects including brand books and websites.

Design Intern (January 2014-June 2014)

- Create various graphics for brand specific social media campaigns, along with creating social media skins and sweepstakes tabs graphics to be developed for web.
- Create other marketing materials to be used on client’s websites.
- Assist in formatting decks.
- Participate in group brainstorming.