DAVE ZELLER

sr art director / editor / do-er of things

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SR ART DIRECTOR / SR EDITOR

Digitas North America - Chicago

October 2018 - Present

- Design compelling cross-channel ads for popular brands such as Kleenex, Cottonelle, Huggies, and Aldi
- Partner with talented writers to produce a vast amount of social, digital, display, and email content
- Build client relationships by communicating visuals, concepts, and presentations while securing client approval
- Expertly lead teams of production artists to flawlessly execute work
- Artfully juggle multiple projects while inspiring and motivating teammates

SR ART DIRECTOR

Relevant24 - Chicago

August 2016 - October 2018

- Tapped by leadership to help open the Midwest office
- Creative lead of social and digital content for Kellogg's brands such as Keebler and Cheez-It
- Direct creative team in the development of social media posts and guide creative vision from the conceptual phase to final execution
- Lead client facing presentations selling in creative POV for social media as part of digital marketing campaigns

SR VIDEO CONTENT PRODUCER

Relevant24 - Boston

July 2012 - July 2016

- Oversaw production of hundreds of videos for well-known clients including; Bud Light, TBS, Jell-o, Allstate, and Jack Daniel's
- Helped manage daily agile process from concept phase through final execution, resulting in industry recognition for brands
- Collaborate with social platform partners, while serving as liaison to ensure the new creative best practices are implemented

SKILLS

- Creative Direction
- Motion Graphics
- Social and Digital Design
- Collaborative Design
- Communication
- Multitasking
- Flashtalking

TOOLS

- After Effects
- Photoshop
- Illustrator
- Premiere
- Audition
- DragonFrame

EDUCATION

BS, Digital Arts & Design

Full Sail University

May 2012

LIKES

Gaming

Collectibles

Pop Culture

Animation

Conversing

Crafting