



PORTFOLIO

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I'm Caleb!

EXPERIENCE

APRIL 2023 - PRESENT / CHICAGO, ILLINOIS

Art Director, Ogilvy

Working collaboratively with Copywriter on a variety of projects for print, digital and social bringing the team's visual concepts to life.

Clients: SC Johnson, Tyson, Absolut Vodka

APRIL 2022 - APRIL 2023 / CHICAGO, ILLINOIS

Art Director, FleishmanHillard

Co-leading conceptual and visual requests for clients from Chicago and the broader FleishmanHillard network.

FEBRUARY 2021 - APRIL 2022 / CHICAGO, ILLINOIS

Junior Art Director, FleishmanHillard

Supporting the FH Chicago creative team by bringing big ideas to life, 4 of which were bought and produced

AUGUST 2020 - FEBRUARY 2021 / CHICAGO, ILLINOIS

Alfred Fleishman Diversity Fellow - Art Direction, FleishmanHillard

Working collaboratively with creative and account teams to produce strategy-led solutions for earned PR, social, presentations and other marketing needs using print production protocols and creative direction.

Clients: PepsiCo Brands (Quaker, Gatorade, Cap'n Crunch), Hershey's, WaterWipes, Cheetos Mac N' Cheese

JULY 2020 - AUGUST 2020 / REMOTE

Creative Intern, Foote, Cone & Belding Academy

A 5-week virtual internship program to learn more about the fundamentals of advertising.

Clients: After School Matters, Walmart

AUGUST 2019 - JUNE 2020 / TALLAHASSEE, FLORIDA

Design Intern, Florida State University Career Center

Created strategic initiatives and print advertisements for The Career Center, amidst the COVID-19 pandemic.

JANUARY 2017 - AUGUST 2018 / TALLAHASSEE, FLORIDA

Communications Intern, Florida State University Career Center

Assisted in the development of social media campaigns to promote The Career Center fairs within the budget.

JUNE 2019 - AUGUST 2019 / CHICAGO, ILLINOIS

Art Direction Intern, FCB Chicago

Concepted campaign ideas, designed digital content, print, out of home advertisements, and pitched and produced TV Spot for GE.

Clients: Xfinity, PACCAR, GE Appliances, Haier, Michelob Ultra

HONORS

2022 ADCOLOR FUTURE, ADCOLOR®

AUGUST 2022

Team Player Award, FleishmanHillard Chicago

DECEMBER 2021

30 Under 30, Publicity Club of Chicago

JUNE 2021

2019 & 2020 MAIP Fellow, 4A's Foundation

JULY 2020 - AUGUST 2020

EDUCATION

Florida State University, Tallahassee, FL
BS, Advertising & Political Science, 2020
r/Advertising School, 2020

SKILLS

Adobe Creative Suite, Facebook Certified Digital Marketing Associate,
Sketch, Figma, HTML/CSS, Wordpress/Drupal, CPanel, Concepting & Branding,
Branding/Identity, FEMA, IS-00242.b, Office 365, G Suite, Collaborative & Adaptable

SOCIAL

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