



Bethany Valente

ASSOCIATE ART DIRECTOR

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🌐 <https://www.linkedin.com/in/bethanyvalente/>

Portfolio

<https://www.bethany-valente.com/>

Education

Advertising Creative B.A.

Loyola University Chicago
Graduated May 2023

- Member of the Interdisciplinary Honors Program
- Spanish and Marketing minors
- President's Medallion Nominee
- Winner of Loyola's New Venture Pitch Competition

Skills

- Spanish-Fluent
- Designing in Photoshop, InDesign, and Illustrator
- Video Editing in Premiere Pro
- Managing a Large Social Media Presence (100k+ Tik Tok and 10k+ Instagram followers)

Associate Art Director

FCB Chicago | October 2023 - Present

- Design digital assets, such as onsite, offsite, and in-market banner ads for Barilla and Xfinity
- Design print assets, such as shelf blades, tags, and end-caps for Barilla and Xfinity

Digital Ad Production Designer

StudioNorth | Freelance | September 2023 - October 2023

- Design digital assets, such as onsite, offsite, and in-market banner ads for BioLife Plasma Donation Services
- Design print assets, such as bus station advertisements and in-clinic posters for BioLife Plasma Donation Services

Creative Art Director Intern

Arc Worldwide | June 2023 - August 2023

- Design digital assets, such as onsite, offsite, and in-market banner ads for Unilever owned brands
- Design print assets, such as shelf blades, tags, and end-caps for Unilever owned brands
- Assist in brainstorms for Unilever brand activations
- Shadow junior and senior art directors to gain industry insight

Creative Design Coordinator

Inigo Communications | August 2022 - May 2023

Clients: United Airlines, Avionos, Chicagoland Chamber of Commerce

- Created deliverables based on Client Service Requests such as social media templates, short and long form videos, brand style guides, market analysis, and more
- Completed tasks in a timely manner and sent updates to the Creative Director, Account Coordinators, and PR Coordinators
- Revised deliverables and incorporated feedback from staff and clients

Social Media & Marketing Intern

Loughran & Co | May 2022 - August 2022

- Worked on real client initiatives, helped to uncover insights and trends that frame and drive marketing strategy
- Prepared briefings and competitive analyses to evaluate the industry and consumer landscape of clients and internal brands
- Wrote copy for social media posts, promotional emails, and other marketing collateral
- Assisted in the creation of written, video, and image content for marketing channels