



www.sadielesko.com
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work**EXPERIENCE**

ART DIRECTOR

Chemistry Atlanta [formerly breensmith advertising]: Atlanta, GA

January 2016 to Present

Major Client Involvement: Atlanta United FC, Four Loko, Marriott Resorts, Children's Healthcare of Atlanta, Macon Tourism, Black Book, Jekyll Island Authority, Friends of Animals

ART DIRECTOR

WC+G Ad Logic: Atlanta, GA

April 2013 to December 2015

Major Client Involvement: Kauffman Tire, Prince Global Sports, BB&T Atlanta Open, Peter Glenn

ART DIRECTOR [internship]

Kuhl/Swaine Creative: St. Louis, MO

May 2012 to August 2012

Major Client Involvement: Klipch Audio, Ardent Reels, St. Louis Blues

notable**AWARDS**

2017

Silver ATL Advertising Awards - Internet Commercial - Friends of Animals - Money Doesn't Make it OK

Bronze ATL Advertising Awards - Public Service OOH Campaign - Friends of Animals - Money Doesn't Make it OK

applicable**SKILLS**

INDIVIDUAL QUALITIES

Concepted and developed complete creative campaigns for a range of local to national clients.

Continuous experience with working on multiple projects simultaneously with quick turnaround.

Ability to develop creative and strategic concepts for a variety of mediums.

Experience with multiple job functions such as digital/web development, social media and project management.

Proficiency to explain creative ideas and executions to clients on behalf of the creative team.

TECHNICAL SKILLS

Widespread background in photography and photo-manipulation.

Knowledgeable in the language of HTML, CSS code and Wordpress development.

Proficiency in email design and development through platforms such as Mailchimp.

Both recruited and partnered with web developers in creating Content Management System (CMS) websites.

Familiar with video production and editing as well as light animation.

major**PROJECTS**

Collaborated with creative team to concept and design the branding and campaign for Atlanta United FC for their inaugural season.

Planned, developed and led social media promotions for the BB&T Atlanta Open Tennis Championship resulting in 13% increase in Facebook, 20% increase in Twitter and 160% increase in Instagram followers.

Concepted and developed creative for major promotions for Kauffman Tire and their partnership with the Atlanta Braves and Tampa Bay Rays baseball teams as well as the Atlanta Falcons football team.

Redesigned website for Nfinity, a national company specializing in shoes and apparel for female athletes, based in Atlanta.

Developed a full creative campaign for the US Fish and Wildlife Service within a team of ten students, which had been chosen by the client as the having the best campaign and pitch out of 3 participating groups in Mojo Ad.

my**EDUCATION**

UNIVERSITY OF MISSOURI - COLUMBIA

August 2008 to December 2012

Bachelors in Journalism: Strategic Communication

Bachelor of Arts: Graphic Design