

caitlin costa

SENIOR ART DIRECTOR



AWARDS

gold / national ADDY 2020
best in show / miami ADDY 2020
silver / district and miami ADDY
dean's list & provost's honor roll / 2017-2020

CONTACT

caitlintcosta@gmail.com
www.linkedin.com/in/caitlin-costa

EDUCATION

university of miami
bachelor of science in strategic communication
major / creative advertising
minors / marketing and public relations
graduation / may 2020

PORTFOLIO

www.caitlincosta.com

SKILLS

concepting / copywriting
presentation / brand experience
design / visual expression
video / social / web / print

illustrator / photoshop / indesign
figma / adobe XD / wix
microsoft office / google suite

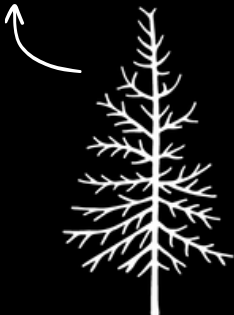
HOBBIES

cooking & baking / traveling
listening to music / making tik toks
pretending to be a podcast host

FAVORITES

my dog chai / ice cream
spanakopita / laughing
designing tiny tattoos
lizzy mcalpine / reality shows

my tattoo



EXPERIENCE

art director / teledoc health (in-house)

spring 2023 - present

work in a client-facing, collaborative pod structure to craft paid social media posts that attract and gain customers

art director / 22squared (agency)

fall 2021 - spring 2023

collaborate with team to concept innovative ideas and direct shoots to ensure vision came to life

art director / havas health plus (agency)

summer 2020 - fall 2021

design fresh visuals for print, social, and digital within established brand guidelines

creative copy (intern) / zeta global

summer 2019

develop creative for brands with clear rationale and strategy

graphic designer / school of education & human development

fall 2019 - spring 2020

create original designs for digital, social, and print platforms