

Michelle Collins

CONTACT

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Portfolio
michellecollins.com

EDUCATION

The University of Texas at Austin Class of 2021

BS, Advertising - Moody
College of Communication

Business Foundations Minor
- McCombs School of
Business

NOTABLE COURSES

Texas Creative Portfolio 1&2
Art Director's Seminar
Integrated Comm Campaigns
Integrated Comm
Management

SKILLS

Certifications

- Photoshop
- Illustrator
- InDesign
- Microsoft Office

Hobbies

- Graphic Design
- Illustrations
- Photography

ADVERTISING EXPERIENCE

THIRD EAR AUSTIN, TX JUNIOR ART DIRECTOR | MAR 2021 - PRESENT

- Art Directing for Mars, Unilever, Tecate, Humana and others across numerous platforms
- Develop concepts and campaigns with creative team, pitching to clients

FREELANCE ARTIST AUSTIN, TX SELF-EMPLOYED | MAY 2021 - PRESENT

- Creating a range of custom work for clients with a focus on logo design, using a wide variety of media

SPARK MAGAZINE AUSTIN, TX LAYOUT DESIGNER | SEP 2020 - MAY 2021

- Worked on Issues No. 15 & 6 as a layout designer
- Coordinated with teams of creatives to plan photoshoots, styling, and design

MEDIA ETHICS INITIATIVE AUSTIN, TX EDUCATIONAL OUTREACH AND DEVELOPMENT INTERN | JAN 2021 - MAY 2021

- Researched the needs of educators in teaching media ethics, and what resources currently exist
- Designed a preliminary advertising campaign for the planned OER textbook

TEXAS CREATIVE PORTFOLIO ON WEBSITE | SPRING 2019 - MAY 2020

- Previously a part of the renowned Texas Creative program, consisting of roughly 120 students
- The application-based program strengthens my skills as a creative, art director, and writer through creating campaigns for brands

ADDITIONAL EXPERIENCE

DELTA DELTA DELTA AUSTIN, TX REFERENCE TEAM, BID DAY COMMITTEE | AUG 2017 - MAY 2021

- Coordinated decorations and materials for "Bid Day" event, welcoming incoming members
- Collaborated with Membership team in recruiting potential members and attending Panhellenic events

ESTILO AUSTIN, TX SALES ASSOCIATE | MAY 2017 - AUG 2017

- Sold high-end women's clothing and accessories to a variety of customers at local boutique
- Opened and closed the store, maintained aesthetics, managed inventory