

Faith Branstetter

Sr. Art Director & Photographer

FAITHBRANSTETTER.CO | 609.351.2942 | ANDREWS.FAITH@GMAIL.COM | SOUTHAMPTON, NJ

A Creative that leverages skills in concept ideation, design, photography, storytelling, animation, illustration, social media, and video. A history of creating compelling and engaging campaigns that drive growth and engagement. I like to make things, learn things and travel. Oh and animals I love animals.

Experience

Senior Art Director

05/2024 - PRESENT

THE PHILADELPHIA INQUIRE

- Created and curated supporting artwork and photography to help tell the stories in partner articles
- Managed the in-house content studio which creates internal marketing and advertising materials, event branding and branded materials
- Assisted leadership in creating sales presentations that aligned with the Inquirer brand
- Photographed live events and content for partner articles

Freelance Art Director & Photographer

2023 - PRESENT

- Developed branding for local small businesses including logos, websites, printed materials, signage and social media assets
- Photographed interiors, products and lifestyle photos for use across branding materials and social media
- Managed projects from ideation through completion with fellow freelancers across multiple timezones

Associate Creative Director

05/2021 - 03/2023

EFK GROUP | TRENTON, NJ

- Designed diverse content using skills in concept ideation, design, photography, storytelling, digital animation, social media, and video; contributing to the creation of visually compelling and engaging campaigns
- Guided and collaborated with design and copy teams in developing multimedia assets by outlining clear design specifications and direction, providing constructive feedback, and ensuring cohesive and brand-compliant deliverables
- Conceptualized and designed multiple digital campaigns for a government founded agency while managing the design and development teams through strict timelines, increasing brand visibility and application submission
- Photographed and edited on sight photo shoots that aligned with the aesthetic of the brands Spring and Summer lines
- Collaborated with ownership, Creative Director and creative team to develop new agency branding, brand voice, website portfolio and social media presence

Art Director

07/2012 - 05/2021

ONE TRICK PONY | HAMMONTON, NJ

- Initially hired as a Production Artist in 2012, promoted to Designer in 2014 and again promoted in 2017 to Art Director
- Collaborated with the creative and strategy teams conceptualizing campaigns and content pieces using storytelling and strategy to answer the creative brief
- Guided the design team to develop multimedia assets including social media content, websites, short-form videos, static imagery, email marketing, digital banners and more
- Established, managed and maintained visual aesthetics for social media retainer clients by capturing original photography, sourced photography, designing original content and partnering with social media influencers
- Photographed environmental portraits, lifestyle photography, product photography and behind the scenes documentation
- Worked along side creative leadership to produce photo and video shoots; created mood-boards, scouted locations, set decoration, talent casting and determined style aesthetic to relay to stylists

Skills

Campaign Conceptualization, Graphic Design, Photography, Team Leadership, Presentation Skills, Client Communication, Critical Thinking, Time Management, Collaboration

Technical Skills

Adobe Creative Suite, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Lightroom, Figma, Google Drive, Wix & Squarespace, Various Printing & Scanning software & hardware, Studio Lighting Equipment, Digital & Film Cameras, Arc

Industries Served

Travel & Tourism, Hospitality, Entertainment, Government, Non-profit, Financial Services, Education, Consumer Goods, Transportation, Food & Beverage, Wellness, Publishing

Education

Bachelor of Science in Photography | Art Institute of Philadelphia

