

# Faith Branstetter

## Sr. Art Director & Photographer

FAITHBRANSTETTER.CO

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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
- Assited 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

