

DANIEL L. MERVIS

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EXPERIENCE

- CURRENT **UndefinedOrganics.com**
FOUNDER • Atlanta, Ga
Graphic design for apparel and luggage. Ecommerce management. Design Licensing. Client Facing. Social Media Strategy.
- 8/22-9/23 **Formerly Known As**
ART DIRECTOR • Atlanta, GA
Collaborate with copywriters and On-Demand streaming services to produce B2C/B2B assets for Verizon Wireless. This involved both traditional and digital content on a national scale.
- 8/21-8/22 **Lab 916**
ART DIRECTOR • Remote
New brand standards for clients. Graphic design and Project management. Packaged digital assets for upload to web services.
- 1/21-6/21 **IHG Hotels & Resorts**
SOCIAL ART DIRECTOR • Remote (Contract)
Conceptualize social campaigns running on Instagram and Facebook. Four different hotel brands owned by IHG. Project Management.
- 7/17-1/21 **Ogilvy & Mather**
SOCIAL CONTENT CREATOR • Atlanta, GA
Conceptualized and implemented cross-platform campaigns. Graphic design and animation. Project management. Client facing. Targeted social marketing. Media buy management for nationwide spots.
- 7/15-6/17 **Emory University**
ART DIRECTOR • Atlanta, GA
Created new web content and social media strategy for Middle Eastern Studies department. Monitored reach of campaign.

FREELANCE

- 10/19 **Music Matters Productions**
ANIMATION DESIGN • Atlanta, GA
Animation for live stage production. Stop motion video and drawings. Media encoder file translation for VJ software.
- 1/19-7/19 **The Maccabi Games**
CREATIVE DIRECTOR • Atlanta, GA
Community art project involving over 1500 kids and staff. Video production. Painted three canvases hanging at ISCD (Israel).
- 1/19-6/19 **The Galloway School**
CREATIVE DIRECTOR • Atlanta, GA
Painted educational wall mural and created supplementary worksheet designs for curriculum. Consulted on marketing assets.

EDUCATION

- 2015 **Savannah College of Art and Design**
BFA / Advertising • Savannah, GA
Photoshop . Indesign . Illustrator . After Effects . Sketch