
kelli mosher

Senior Art Director, Designer
+ Food Enthusiast

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EXPERIENCE

Amp Agency | Boston, MA

Senior Art Director, October 2023–Present

Lead development and art direction for integrated brand campaigns from concept through launch, managing pre-production planning, on-set art direction and post-production execution • Lead client presentations and communication with production partners to ensure alignment at all stages of a project and high-quality delivery • Oversaw a team producing high-volume paid media and social assets, reviewing monthly deliverables to ensure consistency and continued refinement • Partnered with copywriter to develop an campaign platform repositioning a brand for Gen Z audiences, driving a 65% increase in Gen Z followers within one month • Manage and mentor junior creatives, encouraging craft, confidence and consistency

Art Director, October 2021–October 2023

Developed and evolved scalable visual systems that align with strategic narratives and optimize across platforms • Built internal production and content creation capabilities by refining processes, increasing output and reducing vendor dependency • Directed monthly photo and video productions, working closely with production teams to push creative beyond expectations • Piloted new project management software to optimize delivery of 40+ monthly social assets • Manage and mentor junior creatives

Senior Designer, October 2020–October 2021

Concepted and executed high-volume visual assets across multiple accounts • Art directed a series of CTV ads that drove a 30% lift in brand awareness and e-commerce site traffic • Partnered closely with copywriter and animator to translate complex technology concepts into clear storytelling for an illustrated animation series

Content Creator, February 2018–October 2020

Designed and produced visual assets for social, digital, print and web campaigns, that supported client growth and retention • Led visual concept and execution for an e-commerce launch campaign, resulting in a 15% increase in online orders • Proactively developed food styling expertise to strengthen internal capabilities and creative output

Scarlett Vision Media | Remote

Freelance, August 2017–October 2017

Filmbase | Dublin, IE

Intern, June 2016–July 2016

AWARDS

Davey Awards | 2024

Best in Show, *Maruchan Web Design*

PR News Social & Digital Awards | 2022

Product Launch Winner, *Stop & Shop Pasta Pasta*

Hatch Awards | 2021

Bronze in Design, *Stop & Shop EComm*
Bronze in Work for Good, *Eastern Bank Color & Capital*

Marcom Awards | 2020

Platinum in Social Campaign, *Eastern Bank Color & Capital*

Marcom Awards | 2019

Platinum in Social Campaign, *Eastern Bank Good Votes*

GDUSA Student Design Award | 2017

Aurora Ale & Lager Co.

SKILLS

Art Direction, Creative Leadership,
Integrated Campaign Development,
Design, Social, Photo & Video
Production, Post-Production & Edit
Direction, Food & Prop Styling, Content
Creation, Project Workflow Optimization,
AI-Assisted Creative Development
*Adobe Creative Suite (Photoshop, Illustrator,
InDesign, Lightroom, After Effects)*

EDUCATION

**S.I. Newhouse School of
Public Communications
Syracuse University | 2013–2017**

*B.S. in Graphic Design, Minor in
Information Management & Technology
Danish Institute for Study Abroad
Copenhagen, Fall 2016*
