

# CHLOÉ MCLENNAN

Art Director // Senior Strategist  
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## EDUCATION

### CORNISH COLLEGE OF THE ARTS

BFA in Graphic and Motion Design

### WASHINGTON STATE UNIVERSITY

BS in Industrial/Organizational Psychology

## EXPERIENCE

### MAY-OCT. 2019 CINCO DESIGN // PORTLAND, OR

Art Director, Senior Strategist, Writer, and Designer

#### RESPONSIBILITIES:

- Worked directly with client, Paula Crown, to build and plan a brand platform, business plan, and brand structure for both her fine art studio and new product brand.
- I wrote the platform and anthems for both the studio and brand, as well as strategized the ideation of the new brand based on her art and concepts, and built the visual references for all branding.

### 2016-2019 TYLER ELLIS // LOS ANGELES, CA

Vice President of Marketing & Strategy

#### RESPONSIBILITIES:

- Strategist and designer of a company-wide rebranding, from hiring to final design throughout all departments and marketing outlets.
- Oversaw campaigns, commercial shoots, and all design elements. Maintained communication and brand tone throughout PR, sales, accounting and production departments.
- More than doubled social media following in the first year, rebranded the design for all PR events, and maximized customer engagement through redesign of all marketing outlets.

### 2008-2019 INDEPENDENT CONTRACTOR - COMMERCIAL // LOS ANGELES, CA

Creative Director, Art Director, Assistant Director, and Producer

#### RESPONSIBILITIES:

- I have worked as Creative Director, Assistant Director, and Producer (often simultaneously) on several commercial productions and marketing projects lasting from 2-8 months.
- The incredibly high paced environment of film production has continued to evolve my expertise in communication, organization, strategic planning, problem-solving and budgeting while providing clear and concise communication to all areas of my crew (often 20-50 people).
- My extensive commercial experience transfers directly to my marketing leadership roles and has enriched my wide scoping view on all aspects needed to run a successful marketing team from concept through to final delivery.
- Brands I have worked with: Google, PacSun, Skull Cashmere, and Mr. Porter x Belstaff

## 2010-2019 INDEPENDENT CONTRACTOR - BRANDING // LOS ANGELES, CA

Brand Strategist, Senior Graphic Designer, and Writer

### RESPONSIBILITIES:

- Similar to my roles in the commercial production world, I have substantial experience as a Brand Strategist, Senior Graphic Designer, and Copywriter (for most projects I worked in all 3 roles) for director treatments and commercial pitches needed for internal presentations, clients, and investors.
- While in these roles, I oversaw junior designers, PR and social media teams to maintain and carry on the truthful voice of the brand in all out-shoots of branding and marketing.
- Brands I have worked with: Spark, David Lloyd, Anthem Republic, Heineken, Game Stop and Disney.

## 2014-2015 THE AMERICAN ACADEMY OF DRAMATIC ARTS // LA & NYC

Strategist and Writer

### RESPONSIBILITIES:

- It was my privilege to be a part of The Academy's rebranding for their 130-year anniversary. This was one of the most powerful and in-depth branding projects due to the quality of people and dedication to truth and legacy.
- I was the sole writer for every aspect of The Academy's new identity: all the website copy, mailing material, faculty interviews, vision statement, and creation of a book dedicated to the full history of the school. I was also a creative consultant and worked closely with the exceptional branding team and the school itself throughout the entire process. The rebranding, publications, and book led to a 72% increase in applications in the first year alone.

## 2012-2014 DAVID ELLIOT // LOS ANGELES, CA

Marketing Director, Senior Designer, and Screenwriter for David Elliot

### RESPONSIBILITIES:

- With David Elliot, writer of *G.I Joe* and *Four Brothers*, I worked as his partner with the ideation, presentation, and pitch process for script writing for Paramount and The Weinstein Company. I was also the Marketing Director of his production company.
- This experience served as a jumping off point into large-scale branding, both from the creative and management side.

## 2009-2012 LUCID INC. // SEATTLE, WA

Commercial and Film Production

### RESPONSIBILITIES:

- A big part of my current understanding of storytelling with heart and creating work with passion started with Lucid. This also bonded together my love of both branding and film production.
- It was a small, but powerful team that went above and beyond. I filled many different roles for their commercial and documentary projects, including on-location producer, assistant director, b-camera operator, sound recordist, DIT, and co-editor.

## APPLICATIONS

Adobe InDesign, Photoshop, Premiere, Acrobat; Microsoft Word, Excel, PowerPoint; Keynote; Quickbooks; Scrivener; Web Design, Analytics, Sales, and Updates on Shopify; MailChimp and Constant Contact

## REFERENCES (click name for link to website)

[Kevin Wolahan](#) (Senior Creative Director at Cinco) 917.689.8126

[Matt Capozzi](#) (Executive Director at Cinco) 971.344.1608

[Phillip R. Lopez](#) (Film Director) 949.903.8916