

NAADIYA MILLS

**Art Director &
Brand Strategist**

(754) 201-6325
naadiyamills@gmail.com
www.naadiyamills.com

ABOUT ME

*The Energy of Rihanna
Meets the Mind of Da Vinci.*

AWARDS

Honorable Mention

Graphis Design Annual 2020

Silver

Graphis New Talent

2nd Place

One Club's WAATBP
Talent Showcase 2020

SKILLS

Strategy (Brand, Business, Marketing)
Program Planning & Coordinating
Typography
Photography
UX/UI Design
Web Design
Copywriting
Illustrations
Video Editing
Music Production
Songwriting
Motion Graphics
Animation

EDUCATION

04/2024

DIGITAL MARKETING CERTIFICATE

Florida Atlantic University, Boca Raton, FL

11/2023

MARKETING MANAGER CERTIFICATE

Florida Atlantic University, Boca Raton, FL

06/2019

ART DIRECTION

Miami Ad School, Miami, FL

*Advertising/Mass Communications graduate program taught by industry professionals.
Major Course Work in Strategy, Conceptual Thinking/Promotional 360 Campaigns, PR,
Social Media, Design*

05/2015

BACHELORS OF FINE ARTS IN GRAPHIC DESIGN MINOR IN SOCIOLOGY

Florida Atlantic University, Boca raton, Florida

EMPLOYMENT

06/2015 - Present

CARD INVENTORS INC. Delray Beach, Florida

Brand/Creative Manager (10/2021 - Present)

Graphic Designer/UX (June 2015 - July 2019)

Accounts: New Balance

Card Inventors Inc. is a B2B Direct Mail Marketing Company specializing in customer retention through automated gift cards.

- Worked on refreshing company's brand strategy, brand identity & purpose.
- Manages and updates front end of the website
- Concepts and executes marketing strategies including managing social accounts and newsletter
- Creates all graphic assets for web, social, giftcards, newsletter etc.
- Find, hire & manage interns and freelancers

10/2021 - 11/2022

FIVERR, WORKING NOT WORKING., New York, NY

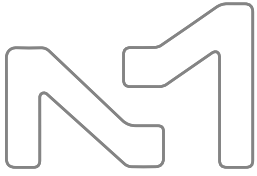
Brand Coordinator (10/2021 - 11/2022)

Creative Partnerships Coordinator & Art Director

(10/2021 - 4/20/2022)

- Worked on refreshing company's brand strategy & uncovered their purpose.
- I initiated and managed brand partnerships, providing sponsorship to initiatives Useful School and the Asian Creative Foundation, as well as co-hosting events.
- Introduced a new product offering
- Planned and managed several events alongside partners including panel discussions and a portfolio review with an attendance of 200+ global participants. This including recruiters and professors from various top advertising agencies and top design schools.
- Designed assets/content for social, events etc. Art Directed promotional campaigns
- I did product presentations for various Art and Design schools.

(I worked with schools such as RISD, University of Michigan Penny Stamps School, Parsons School of Design, Pratt Institute & Useful School. Organizations such as The Asian Creative Foundation, The One Club for Creativity. I worked with Advertising Agencies such as TBWA & Mullen Lowe)



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INITIATIVES

Food for Creative Souls Founder/Director

An organization providing mentorship and classes to awaken and empower creative minds in the Caribbean.

Who We Are Artists

Founder

Promotional marketing for up and coming Artists through live shows. @whoweare_artists

EMPLOYMENT CONT'D

06/2019 - 08/2019

BCG BRIGHTHOUSE,

A BOSTON CONSULTING GROUP COMPANY, Atlanta, GA
Art Director (Intern) (Doubled as Strategist)

Brand Accounts: AMP Australia, Burberry, Lighthouse foundation X South River Watershed Alliance

- Uncovered the company's purpose principles.
- I lead strategy in exploring one of the identified insights.
- My team explored the company's new product offering. We conceptualized marketing strategies targeting C-Suite Executives.
- With my research, I was able to provide recommendations to improve this product offering as well as recommend a new product offering.
- I conceptualized campaigns and provided direction to our designer in creating the branding for non profit organizations such as The Lighthouse Foundation and the South River Watershed Alliance
- Designed assets for presentations as well as conceptualized experiential ideas, including a float for Pride Month.

04/2019 - 06/2019

OGILVY. New York, NY

Art Director (Intern)

Branding, Design, Concepted Campaigns, Content Creation

Brand Accounts: *The Washington Post, Coors Light, Corteva, Vaseline*

01/2019 - 03/2019

BBDO. Atlanta, GA

Art Director (Intern)

Branding, Design, Concepted Campaigns, Content Creation

Brand Accounts: *Norwegian Cruise Line, Frito Lay, Kefi, Georgia Lottery*

02/2015 - 06/2016

FLORIDA ATLANTIC UNIVERSITY

OFFICE OF UNDERGRADUATE RESEARCH & INQUIRY (OURI)

Boca Raton, FL

Graphic Designer & Marketing Assistant

- Designed Annual Research Journal
- Photographed annual research symposium and student highlights (promo content)
- Managed website, created design assets/content
- Concepted and executed campaigns to promote department's initiatives