



Carly Ann Phelan, Art Director

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EDUCATION

Temple University, Philadelphia, PA – Expected Graduation: May 2020

Klein College of Media and Communication, GPA: 3.64

B.A. in Advertising with a Concentration in Art Direction

Tyler School of Art, Certificate in Environmental Sustainability

Relevant Coursework

- Darkroom Photography, Copywriting, Marketing, Typography and Persuasive Writing

RELEVANT EXPERIENCE

Intern, Temple University Rome Dean + AD's Office; Rome — Jan. 2019-May 2019

- Completed graphic design and organizational tasks such as creating standardized templates and sorting mass amounts of contacts for Mailchimp lists
- Personally selected by the Dean and AD to create content, develop and improve the SEO of the official TUR WordPress website and Student Activities Wix Website
- Wrote articles weekly showcasing opportunities at TUR + Student of the Week

Candle Bar Shift Manager, Wax + Wine; Philadelphia, PA — Feb. 2018-Present

- Create meaningful candle making experiences and maintain the storefront
- Instruct private events and various other candle making classes

Intern, My Special Days; Philadelphia, PA — Jan. 2017-May 2017

- Marketed the My Special Days app via word of mouth to businesses
- Completed weekly writing assignments regarding social media marketing and blog posts

Team Member, The Simple Greek; Dresher, PA — May 2017-Jan. 2018

- Operated the POS system, prepped dishes and provided excellent customer service

AWARDS

Silver Student ADDY for a Poster Campaign, “Just Girly Things” for The North Face

- American Advertising Federation District 2 Competition — April 2020

Best Public Service Announcement Award for Editing, Recipient

- Greenfield Youth Film Festival — April 2015

CLUBS & PROJECTS

Member of Temple Ad Club (TAC) and Philly Ad Club: Fall 2017-Spring 2018

Team Member, Google Ad Words Summer Pilot Program: Summer 2018

SKILLS

Advanced Adobe InDesign, Illustrator, Photoshop + Premiere, Microsoft Office Suite, Google Applications, Typography, WordPress, Wix, Mailchimp, Google AdWords, Instagram, Twitter, Facebook, Community Engagement, Land Use Planning, Fibers + Material Studies, Novice Italian