

# vivian spencer

## ABOUT

I am a chronic creator who is ready to push my creativity to make great work for a brand I believe in!

**spenvivi@gmail.com**  
**(208)357-6872**  
**vivspencer.com**

## EDUCATION

### BRIGHAM YOUNG UNIVERSITY

*BA in Communications- Advertising*  
Class of 2024

## SKILLS

Graphic Design  
Advertising Strategy  
Photography  
Content Creation  
Social Media Management  
Event Planning  
Adobe Creative Suite  
Video Editing  
Campaign Management  
Film Set Production

## WORK

### ART DIRECTOR

*Pupford*

*November 2024 - Present*

Designed and developed creative output to meet the needs of our top-leading dog brand for product launches, marketing initiatives, and marketing campaigns. Consistently delivered design production and content creation that draw in new customers and strengthen brand affinity through consistent brand messaging.

### LEAD GRAPHIC DESIGNER

*Blue Raven Solar*

*May 2024 - November 2024*

I designed and built assets for the company, including brochures, ads, billboards, swag, banners, booklets, social media and blog posts, and more. I curated and edited photo and video assets for company marketing materials and informational resources. I ideated and delivered relevant marketing solutions for brand and outreach challenges.

### GRAPHIC DESIGNER

*BYU Women's Services & Resources*

*April 2022 - April 2024*

I art directed and designed marketing materials for campus-wide campaigns. I strategically positioned the office for growth with intentional branding to follow the organization's mission.

### STUDENT ART DIRECTOR

*BYU AdLab*

*April 2022 - April 2024*

I ideated and executed smart ad campaigns for both spec and client work across many media including video, print, social media, and product design. I balanced several team projects at once, keeping deadlines and collaborating with creatives and strategists.