

emily kopf

CONTACT

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EDUCATION

Virginia Commonwealth University
BFA: Communication Arts
Craft + Material Studies,
Biology minors
+ Scientific Illustrators Society
+ Student Admissions Ambassador

BRANDS

Domino's, Verizon, Nike,
IHOP, Applebee's, Applegate,
Bristol Myers Squibb, Aramark,
Hotels.com, Century 21, ETS,
Danaher, IEEE, Mastercard,
HARMAN, Cepheid, Thorn

WORK



Baldwin & Obenauf, Inc.

Oct. 2021 – Present

Senior Art Director

- + Competitive creative and strategic analysis to help position new client brand campaigns
- + Development of employer brand campaigns with copy writing team and agency leadership
- + Agency brand revitalization and brand guide development



Baldwin & Obenauf, Inc.

Nov. 2020 – Oct. 2021

Art Director

- + Direction and mentorship of design team
- + Storyboarding and development of animations and videos
- + Social media strategy creation and client presentation
- + Agency cultural leadership: responsible for all events, project management, and communications



Mint Advertising

Mar. 2019 – Nov. 2020

Senior Graphic Designer

- + Leadership of in-house photography and videography. Coordination and execution of social media photoshoots, client interview videos, and product photography



Mint Advertising

Nov. 2016 – Mar. 2019

Graphic Designer

- + Conception and production of print advertisements, gift cards, annual reports, logo design, direct mail, digital banner ads, social media posts, packaging, corporate presentations, and booth graphics
- + Creation of strategic marketing campaigns and branding concepts alongside ADs, senior ADs, and CD
- + Client communication and presentation
- + Preparation, packaging, and release of files



The Farmhouse at the Grand Colonial

Dec. 2015 – Nov. 2016

Graphic Designer

- + Redesign of facility's menus and custom event guides
- + Creation of a custom style guide with new fonts, formatting, and custom logos
- + Adaptation of all preexisting print and digital material



Stryker Orthopedics

Jan. – Feb. 2015

Freelance Illustrator

- + Digital surgical and scientific illustrations (7) of total hip arthroplasty procedure

SKILLS + EXPERIENCE

PHOTOGRAPHY

Canon DSLR: Portraiture, landscape, and product photography. Knowledge of Adobe Lightroom, Camera RAW for editing and organizing files

Adobe Photoshop: Photographic retouching, and creation of frame animations. Realistic and stylized illustrations

ILLUSTRATION + DESIGN / UX

Adobe Illustrator + Adobe InDesign: Logos, branding, magazine spreads, print and banner ads, annual reports, packaging, business cards, trade show booth development, and book designs

Figma + Sketch: Website design

Adobe After Effects: Animated advertisements, motion graphics, gif files, and cinemagraphs

VIDEOGRAPHY + ANIMATION

Adobe Premiere: Color gradation, audio and video editing

PARTY TRICKS

Craft + Materials: Metal smithing, screen printing, embroidery, digital fabric design, linocut, glass casting, woodworking, garment construction

Extras: personal training, plant parenting, world-class peanut butter milkshake engineering

AWARDS

2023 / NJAdClub
Jersey's Best 40 Under 40
Inductee

EXHIBITIONS

2015 / VCU Communication Arts
Show / Gallery 5, Richmond VA
Apis mellifera: 1/3