



LAUREN MASCOLO
art director

CONTACT

laurenmascolo.com
mascolo.lauren@gmail.com
678-707-1574

EDUCATION

Art Direction, Sept. 2017
The Creative Circus • Atlanta, GA

Bachelor of Arts, Art, May 2011
Minors: Communications & Spanish.
Valdosta State University
Valdosta, GA

CREATIVE CIRCUS AWARDS

Silver in Photography:
Ally, Painter In Studio

Bronze in Photography:
Bananas, First Holy Communion,
& Peaceful Exhaustion

Honorable Mention:
Logo Design, Valentina Hot Sauce

RELATED SKILLS

- Photoshop
- Illustrator
- After Effects
- Premiere Pro
- Photography
- Illustration
- InDesign
- Concepting
- Logo Design
- Branding
- Photography
- Keynote
- Figma
- Powerpoint

EXPERIENCE

Senior Art Director, 06/2021 – Present
Razorfish • Atlanta, GA

- Concept and create B2B marketing content including, campaign work, expanding photo library, social rebranding, branding, web design, and digital video production.
- Accounts: Align Tech (Invisalign, iTero, & Vivera Retainers), ADP

Interactive Designer, 04/2020 – 06/2021
PureRed • Stone Mountain, GA

- Concept and create social media content.
- Account: Rite Aid

Freelance Art Director, 01/2020 – 04/2020
360i • Content Lab • Atlanta, GA

- Concept and create social media content.
- Account: Kroger

Freelance Art Director, 11/2019 – 12/2019
Wunderman Thompson • Atlanta, GA

- Concept and create social media content.
- Accounts: Marine Corps, Coca-Cola, New Business

Freelance Art Director, 06/2019 – 11/2019
L. Mascolo • Atlanta, GA

- Multiple Clients

Freelance Art Director, 05/2019
Moxie • Atlanta, GA

- Concept and create social media content.
- Account: Walmart

Visual Designer, 04/2018 – 04/2019
HUGE • Atlanta, GA

- Concept and create digital engagements and experiences.
- Account: Tracfone (Straight Talk, Simple Mobile, Total Wireless, Walmart Family Mobile, and Net10)

Art Director Intern, 09/2017 – 12/2017
RPA • Santa Monica, CA

- Job Overview: Produce art direction and concepts for brands.
- Accounts: Honda, Farmers Insurance, Southwest, AMPM

COMMUNITY SERVICE

Mentor for children at local church, Assistant to Director at The Nest Artist Hub, National Art Honor's Society