

Anna Smolkina

CREATIVE & ART DIRECTOR

About me:

I'm a young creative with a focus on Art Direction and Conceptualisation applied on business problem-solving. A curious thinker and doer with a passion for learning. My career goal is to gain a role that enables me to create work that is capable of making a change in people hearts. As I believe that effective advertising connects brands and consumers on a human level.

Contact information:

Digital Portfolio: annyesmola.com

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Education:

Art Director/Communication Design - Miami Ad School Berlin 2021 - 2023

BA Advertising (Hons), First Class Honours - London College of Communication (UAL) 2017 - 2020

Social Media Management - Netology 2019

International Introduction to the study of Design and Media Communications - LCC (UAL) 2016 - 2017

Work experience:

Heimat (Germany) / Creative & Art Director (Internship) / December 2023 - current

- > Concept development for Hornbach advertising campaigns in collaboration with junior & senior teams.
- > Supported social media department by developing ideas for online content, creating visuals
- > Supported the senior creative team in preparing and launching an upcoming campaign.

Publicis Milan (Italy) / Creative & Art Director (Internship) / October 2022 - December 2022

- > Developed concepts for major brand campaigns and took part in agency pitches (Barilla, Heineken).
- > Supplied the agency with proactive ideas.
- > Supported senior creative team in campaign visual & presentation design for Voltaren.
- > Creating social media visuals & assets for Lines.

GUD (Germany) / Creative (Part-time) / April 2022 - July 2022

- > Supported the senior creative team in developing campaigns for major brands.

adxstars (Global) / Creative (full-time) / February 2022 - July 2022

- > Prepared a weekly content plan (stories, reels and posts) for bloggers specialising in trading.
- > Supervised the influencers' performance.
- > Researched trading news, monitored trends on social media.
- > Developed concepts for advertising promotion of a global trading platform on Instagram and Youtube.
- > Developed scripts for trading-streams hosted by influencers and sponsored by a well-known trading platform.
- > Supervised the trading platform's official Latina America instagram and prepared a monthly report on the results achieved.

smmagnat (Russia) / Junior Creative (freelance) / March 2021 - October 2021

- > Concept development.
- > Produced effective TikTok advertising campaigns for FMCG and B2C clients involving one of the Russia-based TikTok houses - House 88. (Estimated followers count of all house residents - 20M followers).
- > TikTok & Instagram Reels content creation and scriptwriting for influencers (600k+ views).

ROLZO (UK) / Brand manager / January 2021 - March 2021

- > Was responsible for the brand strategy, including the setting of style guides, brand guidelines, brand vision and value proposition (both short and long term).
- > Planned and executed all brand communications across digital media channels.
- > Created and managed promotional collateral to establish and maintain product branding. Generated ideas to achieve a sustained flow of high quality, on-brand press releases, blog articles, and social media posts.



Mindful-Touch Education (Spain) / Art Director (freelance) / May 2020 - September 2020

- > Worked on development of initial corporate identity.
- > Worked closely with the UX team on establishing the brand's online presence.

Perfluence (Russia) / Micro-influencers Scout / November 2019 - January 2020

- > Participated in the launch of Lancôme gift set, delivered high ROI (return of the investment), through ensuring high-quality influencer content.
- > Worked on a social media campaign for a luxury furniture brand. Produced creative content.
- > Performed duties of a micro-influencers scout.
- > Interviewed bloggers and decided on the possibility of their participation in the project.
- > Negotiated and if cooperation was successful, contacted micro-influencers regarding new projects.

VCCP (UK) / Creative Intern / May 2019

- > Worked on concept-creation for brands as Tango and Müller, were involved in the pitch of campaigns for the UK market.

MediaCom (UK) / Creative Intern / April 2019

- > Supported the senior creative team in MediaCom in the development of the campaigns for major brands as Fanta and Peugeot.

Slavkond (Russia) / Art Director (freelance) / February 2019

- > Assisted senior creative on advertising pitches.
- > Worked on branding and packaging design for the new confectionery product.

Little Georgia restaurant (UK) / Creative, Art Director / March 2018 - September 2018

- > Development and design of a new brand identity.
- > Directed the promotional film.
- > Created and edited evergreen content for the website.

Skills

Art Direction
Conceptualisation
Branding & Identity
Storytelling
Social Media Management
Content Creation
Strategy
3D

Certifications

Branding Foundations
Brand Strategy for Designers
Adobe Photoshop Associate
Adobe Illustrator Associate
Adobe After Effects Associate
Adobe Premiere Pro Associate
Adobe InDesign Associate
Adobe Certified Professional in Visual Design
Adobe Certified Professional in Video Design

Languages

English: Fluent
Russian: Fluent
Spanish: Intermediate
German: Basic

Technical Skills

Adobe Xd
Blender
Figma
AR filters development
Microsoft Office
Keynote

Other

Visual Communication
Leadership
Public Speaking
Emotional Intelligence

Personal Projects

LikeMe: Online educational platform targeting children of the age of 6-14. In today's world, many kids dream of building a career in the social media field, and we help them do it. Being the official partner of the Likee app (80.7 million monthly active users) LikeMe agency assists young influencers and makes sure they create quality content by providing them package services consisting of unique content plans, mentorship and LikeMe house subscription.

References available upon request.

