


MARIA NAQVI

ART DIRECTOR


OCADU BACHELORS
ADVERTISING 2022

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PERSONAL PROFILE

Award Winning Creative Leader with a track record of delivering world-class design concepts using handcrafted visuals that inspire brand awareness and customer growth.

KEY EXPERTISE

- ▶ Content Art Direction
- ▶ Social Media Marketing
- ▶ Project Management
- ▶ Market Research & Consumer Trends
- ▶ Motion Graphics
- ▶ Fine Art, Illustration & Photography
- ▶ Digital & Print Advertising
- ▶ UX/UI Design

TECHNICAL SKILLS

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Premiere | Figma | MS Office | Social Media | Procreate | Canva | Photography & Videography

AWARDS

OCADU MEDAL WINNER ([LINK](#)) | 2022

- Medal is awarded to students recognized for their creativity, innovation, and mastery in advertising.
- Recognized for creating a campaign that highlighted the struggles of indigenous populations and presenting institutional change through brand partnerships.

D&AD NEW BLOOD PORTFOLIO WINNER ([LINK](#)) | 2022

- Achieved an Art Director Feature, recognized out of 800 entries, as a recent graduate and an up-and-coming creative entering the professional industry.

PROFESSIONAL EXPERIENCE

MARKETING MANAGER | FIRST CHOICE HAIRCUTTERS

Apr 2019 – Present

- Created multi-media advertisements and digital graphics for four salons, following set brand guidelines and collaborating with franchise owner to launch engaging promotional campaigns.
- **Increased brand reach for target demographic by improving Google SEO, creating social media ads (Facebook, Instagram, Google), and updating the SEO to optimize content relevance and rank higher in popularity.**
- Developed relationships with suppliers and printing services, ensuring timely delivery of projects.

ART DIRECTOR, BRAND MANAGER & CONTENT CREATOR
| SOUTH ASIAN PRODUCTIONS

Jun 2020 – Jun 2021

- Developed a brand strategy and created a logo, content and branded illustrations for an Instagram account highlighting South Asian Talent in the Creative and Entertainment spaces.
- Increased web presence by conducting market research in order to develop a website with illustrations focused on target audience.
- **Grew the following by 100% from 20k to 40k followers by creating a monthly newsletter and presentations to increase brand reach.**