

# ELEXUS L. GREENE

Junior Art Director with a proficiency in advertising, strategy, and data-driven creative seeks an entry-level position in a diverse and innovative agency

## EXPERIENCE

### **TBWA\ Chiat\ Day, New York, NY – Art Direction Intern**

**June 2019 – August 2019**

- Worked on an array of brands including Adidas, Hath CBD, and Ristela.
- Collaborated with internal data team to develop consumer marketing insights, personas, and data-driven creative.
- Presented creative concepts and executions to Executive Creative Directors and clients.
- Collected statistics on MWBE vendors and One Sandbox, a digital platform for diverse networking.

### **University of Oregon BE Series, Eugene OR – Outreach and Marketing Coordinator**

**May 2017 - 2019**

- Orchestrated social activities and provided unique keynote speakers to connect to inspiring diverse professionals.
- Monitored the committee's Facebook analytics, boosting ad impressions per event.

### **University of Oregon Office of Financial Aid & Scholarships, Eugene OR – Peer Advisor**

**September 2017 – 2019**

- Assisted families and students through the federal student aid process.
- Hosted Financial Literacy workshops and luncheons for prospective students.

## EDUCATION

### **University of Oregon, Eugene OR – B.A, Advertising**

**September 2015 – 2020**

- Minor in Planning Public Policy Management (PPPM)
- Allen Hall Advertising, Creative – Full service, student-ran ad agency producing traditional, social, digital, and experiential advertising.
- Member of Black Student Union

## HONORS

### **Multicultural Advertising Intern Program (MAIP)**

**2019 Fellow**

**2020 Fellow**

### **UO Campus Copy Art Contest – Winner**

**Permanent Collection**

### **Center For Multicultural Academic Excellence Gallery – Exhibitor**

**Permanent Collection**

### **UO EMU Aperture Gallery – Exhibitor**

**September 2019 Showcase**

### **Knight Library: Show up, Stand Out, Empower – Exhibitor**

**June 2019 Showcase**

### **NAACP AfroCreate – Annual Exhibitor**

**February 2018 Showcase**

### **Art City Eugene: Studio Without Walls – Exhibitor**

**September 2018 Showcase**

## SKILLS

### **Adobe Creative Suite**

- Photoshop
- Illustrator
- Premiere

**Keynote  
Wordpress**