

SHANI AZIZOLLAHOFF

shaniazizol@gmail.com | (786) 210-8485

I am a strategy-fueled creative who uses language and design to realize unified visions from ideation to production. I'm driven to tell a brand's unique story and promote its image across platforms.

PROFESSIONAL EXPERIENCE

Freelance Creative and Strategy Consultant

Jan 2020 - present, New York, NY

- Launched new branding initiatives and updated digital strategies for growing international brands such as The Wave Silent Disco, The Aventura Gardens Farmer's Market, BeFit South Africa, I'll Diet Tomorrow, and Forza IO
- Led complete brand identity overhauls, including development of all visual elements, content calendars, social media strategies, and general tone of voice for brands in varying industries
- Maintained ongoing relationships with clients, utilizing data to get ahead of industry-specific trends and respond to shifting consumer needs in order to maintain relevance and increase engagement

Creative Intern, Leo Burnett

April 2019 - July 2019, Zurich, CH

- Led the ideation and presentation of rebranding initiatives for some of Switzerland's largest national brands, such as Migros, Migros Beauty, Chocolat Frey and Fiat in order to boost digital engagement
- Contributed to the development and execution of new visual design and tone of voice for print and digital marketing materials for Switzerland's largest supermarket chain, Migros
- Assisted in boosting marketing presence for brands through the re-design of print assets and digital marketing materials, such as newsletters, email marketing and digital banners

Creative Intern, Grey Group

Sept 2018 - Dec 2018, New York, NY

- Collaborated on strategy and design for social media, OOH and experiential campaigns for national brands including Walgreens, Volvo, Pringles, Applebee's and Marriott
- Worked cross-functionally to concept for and oversee production of content created for company-wide presentations, client pitches and events
- Acted as a liason among internal teams in coordinating and staffing agency events

TECHNICAL SKILLS

- Photoshop
- Adobe XD
- Illustrator
- Microsoft Suite
- InDesign
- Photography
- Premiere Pro
- Native in English & Spanish
- After Effects
- Conversational Hebrew & Italian

EDUCATION & CERTIFICATION

Miami Ad School

2017 - 2019, San Francisco, CA + Hamburg, DE

Northwestern University, Medill School of Journalism

2013 - 2017, Evanston, IL

Bachelor of Science, Journalism, Certificate in Integrated Marketing Communications

GPA: 3.68/4.0 Honors: Cum Laude