

# Christi Dupree

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## Professional Summary

Dynamic Senior Art Director with a proven track record, excelling in brand development and creative team leadership. Spearheaded award-winning campaigns and doubled engagement rates through innovative social media strategies.

## Skills

- Adobe Creative Suite
- Generative AI
- Video Production
- Animation
- Illustration
- Brand Development
- Social Media Marketing
- Creative Team Leadership

## Work History

### SENIOR ART DIRECTOR | 9/2022 - PRESENT

TMA - Los Angeles, CA

- Spearheading art direction for Ad Age's 2025 Scariest Ad of Year
- Designing Knott's Berry Farm's 2026 brand campaign and visual identity
- Creating OLV, social, and digital assets to support capital launches for Six Flags
- Leading a team of 6 creatives across 3 workstreams to develop social assets
- Doubling engagement rates year over year with optimized creative
- Designing experiential spaces for events like Bonnaroo and the NCAA Final Four
- Planning and overseeing photo and video shoots covering a wide range of subjects including lifestyle, automotive, music, and horror.
- Shooting social forward video content with influencers and athletes

### ART DIRECTOR | 11/2020 - 09/2022

TMA - Dallas, Texas

- Led art direction for Goodyear's From Garage To Glory Competition
- Developed OLV spots for brands including Yankee Candle and Roll by Goodyear
- Supported client partnerships with NASCAR, NCAA, The Cleveland Cavaliers, Inter Miami CF, X Games, KU, DoorDash and Waze
- Developed point of sale elements for Pearle Vision, Goodyear, Campo Viejo, Absolut and Pernod Ricard Bourbon Portfolio.
- Illustrated, edited, and animated assets for organic and paid social

### ART DIRECTOR | 08/2019 - 10/2020

TRACEY-LOCKE - Dallas, Texas

- Designed localized advertising for T-Mobile's emerging markets
- Storyboarded and directed lifestyle video and photo shoots

### ASSOCIATE ART DIRECTOR | 08/2018 - 08/2019

TRACEY-LOCKE - Dallas, Texas

- Shot and retouched localized photography
- Designed the look and feel for T-Mobile's 2019 Asian Lunar New Year

## Education

University of Missouri - Columbia, Missouri 05/2018

- Bachelor of Science, Psychology
- Bachelor of Journalism, Strategic Communication - Art Direction