

reeva daté

reevadata.com

reevadata98@gmail.com

STARTER

Savannah College of Art & Design
B.F.A in Advertising & Branding: Art Direction

MAMA'S HOMEMADE SPECIALS

- * **Zeno Group | Sr. Art Director** 20²⁵
Lenovo, FATTY's, Marie Callender's, Healthy Choice, Wasa
Led creative direction for Lenovo's Evolve Small campaign across 10 cities, led organic/ paid social campaigns, & upped my pitched game.
100% success rate for pitches
- Edelman | Art Director** 20²²
Google Search / Maps / Trends, HARIBO, MAC Cosmetics
Owned social-first creative strategy for Google (Search, Maps, Trends) & justified taking VO classes to elevate the content.
+12.28M impressions & +556% engagements through high-performing content
- * **Inside Ideas: Molson Coors | Art Director** 20²¹
Miller Lite, Vizzy, Blue Moon, TopoChico, Coors Lite
Led 360° creative campaigns, designed OOHs, built social-first stunts, directed a multi-brand shoot, created organic/paid social, & upgraded my "big girl beer" palette.
Increased Vizzy followers by ~20k
- Energy BBDO | Jr. Art Director** 20²⁰
Alka-Seltzer, Extra Gum, Kerrygold, TastyBite, KIND Snacks
Created paid social content, directed my first WFH TV shoot, helped rebrand a client, & perfected the guest-room-as-office setup with my dad.
- VML | Creative Intern** 20¹⁹
Wendy's
Created social-first content across Snapchat, Instagram, and Twitter, helped Wendy's Breakfast campaign, & got retweeted by Chance the Rapper.

ON THE SIDE

- * **Balanced Bakes** 20²⁵
Creative Director: brand creation, social strategy & manager
- Marble Lotus Social Media** 20²⁴
Tiktok Manager: content strategy & content creation
- Witty Kitty Brand Creation** 20²⁴
Creative Director / Brand Strategist

SOMETHING SWEET

Second City Improv 1
Lincoln Lodge Stand Up 1
Voice Acting
Deck Design

Product / Portrait Photography
ChatGPT / Dall-E
Video Editing (Premiere / Capcut)

*Chef's Favorites