



ANASTASIIA CHERNAVSKA

Art director

PROFILE

Berlin-based Art Director with a passion for creative ideas. Started on a client-side as a marketing specialist I'm now passionate about coming up and producing ideas within the creative team.

CONTACTS

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PORTFOLIO

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PROFILE

Junior Art Director

BBDO, berlin/ since March 2021

- Working on wide range of clients, such as Deutsche Bahn, WhatsApp, Mercedes-Benz, Ford, BitPanda.
- Participated in pitches for won clients (BVG, Mercedes-Benz,DB).
- Building and designing new employer identity for Bitpanda, organizing the shooting for the new visual employer communication.
- Participated in creation and ideation of the moving image campaign for Deutsche Bahn.
- digital work for Horizon, social media posts.

Art Direction intern

Serviceplan Innovation, Munich / July 2020 - December 2020

Worked in the Innovation Team, Serviceplan.io

- Concepted for a wide range of proactive innovation-based ideas;
- Designed and produced content for clients: Aizome, Dot;
- Was involved in developing and creating a new web site identity for the Aizome (US market);
- Worked on multiple award winning campaign "Dot Go. The first customizable object recognition app for visually impaired".

Art Direction intern

Joan Creative, NYC / January 2020 - March 2020

- Concepted for proactive and client briefs such as: The Economist, Virgin hotels, Progresso;
- Was working on building video cases for Save Florida Man, Fiber One;
- Was involved in concepting and designing the pitches for Virgin hotels and The Economist.

Marketing and communication specialist

Navigator corporation, Kyiv - 2018 - 2019

- Planned and organized Marketing and Sales conference for department leaders of biggest Ukrainian trade markets;
- Concepted and created commercial video promotion for new game computers;
- Was involved in building new communication strategy;
- Coordinated social media communication.

EDUCATION

Miami Ad School, Berlin

**Art Direction,
portfolio program**

2019 - March 2022

Projector

**Internet marketing,
portfolio program**

2017

National University
Kyiv-Mohyla Academy
**Marketing, Faculty of
economics, BA**
2014 - 2018

SKILLS

Advanced

- Concepting
- Adobe CC
- Sketch
- Procreate
- Microsoft Office
- SMM

Medium

- Wordpress
- Spark AR
- SEO
- Cinema 4D

Languages

- English - advanced
- Russian - native
- German - beginner