



Rita Albert

Hi there 🙋

I am a strategic creative with the deliverance of hard work, a passion for DEI, and a smile.

Software

Adobe Suite:
Photoshop
Illustrator
After Effects
In-Design
Lightroom
Sketch
Midjourney
ChatGPT

Skills

Creative Concepting
Print/Digital Design
Video Editing
Motion Graphics
UX Design
Social Media

Education

Savannah College of
Art and Design

BFA - Advertising
Dean's List 4.0 GPA
Nominated Valedictorian,
Outstanding Academic
Achievement Award
SCADDY'S Silver
Advertising Award

Contact

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Experience

Art Director - McCann NY
2022 - Present

Concepted and designed integrated campaigns through video, social, brand activations, and digital design for Mucinex, Lysol, Prudential, Delsym, and Chick-fil-A as well as helped the team win the pitch for T.J. Maxx.

Actively a member of the Culture Resonance Committee—a cross-discipline leadership group that provides feedback on creative work across the agency through the DEI lens. Also a lead for the AAPI ERG creating programming for the ERG and McCann events to promote education and build community.

Art Director - Fitzco
2021 - 2022

Concepted and designed integrated campaigns through video, social, brand activations, and digital design for French's Mustard, McCormick, Southern Company, Checkers and Rallys, MedExpress, Synovus, and GAF.

Awards 🏆

Camp Sunshine "Sunshine Online"
2023 One Show Shortlist | 2023 Shorty Awards Silver (x2)

Checkers "Fryday to Friday"
2023 Finalist & Silver Shorty Awards | 2023 Silver Reggie Awards

Southern Company "Mother Earth"
2023 Finalist Shorty Awards

Junior Art Director - Wunderman Thompson, ATL
2019 - 2021

Concepted integrated campaigns through art direction and worked on branding, video, print, and digital design as well as social media for Spirit Airlines, North Carolina Education Lottery, The Marine Corps, Shell, Shell Polymers, Church's Chicken, Scana, and Jiffy Lube.

Designer - The Johnson Group
2018 - 2019

Designed ads, banners, magazines, and UX. Also animated logos and shot social media photography for Chattanooga Zoo, Dart, Erlanger, Marten, Salsarita's, West Tennessee Healthcare, U.S. Xpress, Sunbelt Bakery, Celadon, and Catholic Charities.

Publicis Art Director Intern, NYC
2018

Concepted and designed for HPE, Heineken, OAAA, GEMS, and Citi accounts.