

# tiff pritchett

art director ✧ video editor

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## EXPERIENCE

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*july 2021 – present*

### Freelance

Art Director +  
Video Editor

- \* clients: Indeed, We're Not Really Strangers, Geneva, @marg.mp3, and more
- \* projects: designing marketing materials, developing ad campaigns, pitching merch designs, editing social assets, and more

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*aug 2022 – may 2024*

### Beggars Group

Creative Content  
Producer

- \* created and edited music videos, lyric videos, mini-docs, and more
- \* pitched campaign ideas to artists, management teams, and labels
- \* produced and filmed short-form content for social media platforms
- \* captured live performances, interviews, and documentary footage
- \* labels: 4AD, Matador, Rough Trade Records, XL Recordings, Young

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*nov 2021 – aug 2022*

### Quirk Creative

Art Director

- \* developed strategic campaign ideas and defined the visual aesthetic for creative concepts
- \* directed the art department on shoots and oversaw every visual element in frame
- \* designed marketing materials and video assets for final production

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*sept 2019 – july 2021*

### Droga5

Design Mentee +  
Studio Coordinator

- \* collaborated with senior designers to develop design directions for internal and pro-bono clients
- \* created assets for digital, social, and print
- \* assisted with studio edits, recording sessions, and photo/video shoots
- \* assembled decks for client presentations and collaborated with directors on video treatments

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## SKILLS + TOOLS

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### Adobe Creative Suite

- ✧ Premiere Pro
- ✧ After Effects
- ✧ Photoshop
- ✧ Illustrator
- ✧ InDesign
- ✧ Lightroom
- ✧ Media Encoder

Final Cut Pro

CapCut

Procreate

Midjourney

ChatGPT

Figma

Canva

Cargo Collective

Google Workspace

Microsoft Office

Apple iWork

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## EDUCATION

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### The University of Texas at Austin

- ✧ Bachelor of Science in Creative Advertising
- ✧ Texas Creative Portfolio Sequence

### Multicultural Advertising Internship Program

- ✧ Art Direction - FCB Chicago

### BBH

- ✧ Griffith Farley's Beautiful Minds 2018

### ILoveCreatives

- ✧ Video Creator Course
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