





-  emilyzaboski.com
-  /emilyzaboski
-  emilyzaboski@gmail.com
-  (908) 418 3075



human encyclopedia / adrenaline junkie
cheeseburger connoisseur / art director

education

Boston University

Boston, MA | Graduated Cum Laude Dec. 2015

- Bachelor of Science: Advertising
- Concentration: Italian Studies
- Dean's List 2012, '13, '14, '15

skills

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Concept development
Creative copywriting
Photography
Typography
Brand identity
Website design
User experience
Small talk
Witty comebacks

achievements

Bronze Award | Hatch Awards

Boston, MA | Oct. 2016

- Awarded a Bronze Hatch award for a billboard written and designed with 451 Marketing
- *Client:* UpGrūv

Top Art Director | AdLab

Boston, MA | May 2015

- Received recognition for creative contributions to AdLab

#FreepFund | The Daily Free Press

Boston, MA | Nov. 2014

- Campaigned on social media to support the DFP print publication, receiving \$80K within 48 hours

experience

Art Director & Designer | Freelance

Boston, MA and New York, NY | Jan. 2014 - Present

- Independently plan and execute projects including web design, photography, brand identity, copywriting, & other creative content marketing
- Projects include identity creation, website design, album artwork, & collateral

Junior Graphic Designer | 451 Marketing

Boston, MA | Sept. 2015 - Nov. 2016; Creative Intern June 2015 - Aug. 2015

- Conceptualize & execute client-facing & internal creative projects including guerilla ads, video, OOH ads, web design, brand identity, & photography
- Serve as intern supervisor: provide constructive criticism; impart wisdom
- *Clients:* EverybodyFights, Safety 1st, Santa's Village, UpGrūv, New England Forestry Foundation, OMNX, The Cooperative Bank

Associate Creative Director | AdLab

Boston, MA | April 2015 - Dec. 2015; Art Director Jan. 2015 - April 2015

- Supervised the creative strategy of art, copy, & multimedia for clients
- *Clients:* Cambridge Historic Tours, Haymarket Farmers Market, Boston University Police Department, League of Women Voters, New England Anti-Vivisection Society, The Children's Trust

Chair of Advertising | The Daily Free Press

Boston, MA | Jan. 2015 - Dec. 2015

- Established advertising department & oversaw branding for the publication
- Led strategic collaboration with PR team to develop online presence & strengthen brand recognition across all channels
- Voted on all business & financial decisions; oversaw the editorial board staff

Web Development Assistant | COM Web Technology Department

Boston, MA | Jan. 2015 - May 2015

- Produced & edited content for BU's College of Communication website
- Assisted webmaster with web development, design, & troubleshooting
- Developed/tested code using scripted languages such as HTML, CSS & Javascript

Photography & Design Editor | The Daily Free Press

Boston, MA | May 2014 - Dec. 2014

- Oversaw daily planning, art direction, & implementation of all visual content for print & digital publications, including photos, illustrations & infographics
- Managed & trained a staff of 40 staff photographers and 3 associates