

TRICIA KNOPE

ART DIRECTOR &
GRAPHIC DESIGNER

TRICIAKNOPE.COM

check out
my
resume

EDUCATION

DENVER AD SCHOOL

ART DIRECTOR, PIONEER CLASS

UNIVERSITY OF OREGON

BFA IN ART + TECHNOLOGY

SCHOOL OF THE ART INSTITUTE OF CHICAGO

EXPERIENCE

BLUE BEAR CREATIVE SOCIAL MEDIA AD AGENCY IN FOOD + BEVERAGE SPACE

ART DIRECTOR – AUGUST-DECEMBER 2023

- Led the process of brainstorming, presenting, selling through, and producing creative brand content
- Streamlined project timelines, ensuring prompt delivery of high-quality creative work that exceeded client expectations
- Clients include Drizly and Noodles & Company

DAVID&GOLIATH FULL SERVICE AD AGENCY FOCUSED ON BRAVE STORYTELLING

ART DIRECTOR – JULY 2022-JULY 2023

JUNIOR ART DIRECTOR – MARCH 2021-JULY 2022

- Conceptualized and developed Super Bowl ad proposals
- Pitched new business
- Oversaw multiple 360 creative campaigns (TV, OOH, digital, and social) from concepting phase through final delivery
- Clients include Jack in the Box, Kia, California Lottery, PepsiCo, and other brands in the CPG space

DO THE WERQ ORGANIZATION ADVANCING LGBTQ+ INCLUSION IN ADVERTISING

BRAND DESIGNER, SEPTEMBER 2022-PRESENT

Developing brand design guidelines and overseeing their implementation.

AWARDS

MONTY MCKINNEY AWARD

4A'S INSTITUTE OF ADVANCED ADVERTISING STUDIES

Creative directed a pitch presentation that was awarded as first place by Curative Health Insurance clients and ad industry leaders.

SILVER FOR CREATIVE CAMPAIGN

DENVER ONE CLUB

SILVER FOR DESIGN

DENVER ONE CLUB

SKILLS

ADOBE CREATIVE SUITE
MIDJOURNEY AND CHAT GPT
CREATIVE STRATEGY
PHOTOGRAPHY
SQUARESPACE
VIDEO EDITING

CONTACT

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