

## Aldis Andrejs Rasums

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## SUMMARY

Art Director with 6+ years experience in the advertising field, as well as a Masters in Creative Advertising from Boston University. My clients range from CPG, B2C, B2B, entertainment, education, travel/tourism, and pharmaceuticals. I have experience in all mediums of advertising including broadcast, print, OOH, social, interactive and digital design, video and experiential. Please view my portfolio at [aldirasums.com](http://aldirasums.com). I don't limit my art and creativity to my day job. Going out into the real world and working on projects and gaining experiences is what draws the greatest creative inspiration.

## EXPERIENCE

### Universal McCann - Freelance Sr. Art Director

May 2017 - Present

**Clients:** Aveeno, Acuvue, Hershey's, Tylenol, Imodium, Coca-Cola, and Universal McCann Internal

### VaynerMedia - Sr. Art Director

August 2016 - April 2017

Lead Sr. Art Director on multiple clients within the entertainment industry. Responsibilities included concepting campaigns, creating designs, managing my team and directing photographers, videographers and artists to execute the vision of the campaign in social media and the digital realm.

**Clients:** The Magicians (Syfy), The Epanse (Syfy), Teenage Mutant Ninja Turtles (Nickelodeon), Falling Water (USA), Adam Ruins Everything (TruTV), Viacom.

### Connelly Partners - Sr. Art Director

May 2016 - August 2016

**Clients:** al fresco All Natural Chicken Products, Babson College, Kayem Franks and Sausages, The New England Aquarium, Boston Children's Hospital, McKenzie Deli Meats, E-Contra EZ, BD Simplist Ready to Administer Syringes, Combined Jewish Philanthropy Stowe Mountain Resort, Titleist

### Connelly Partners - Art Director

April 2014 - May 2016

### Connelly Partners - Jr. Art Director

August 2012 - March 2014

### BrainJuicer - Freelance Illustrator

April 2012 - January 2014

**Clients:** Eckes granini, Philips Lighting OLED, BI Pain, Herta Meat and Sausage

### FORGE Worldwide - Freelance Jr. Art Director

February 2012 - June 2012

**Clients:** Franklin Park Zoo, Dragon, Cisco, SBLI Term Life Insurance, Virgin Health Miles

### Manasian - Jr. Art Director

March 2011 - August 2011

**Clients:** CA Technologies, Providea Communications, Ring Central

## AWARDS & ACCOLADES

### Tentacles Take Hold - NEAQ

Lürzer's Archive: Issue (6/2016) - Print Campaign

#### The Hatch Awards:

TV: Budget Under \$50,000 Campaign - Bronze

Print: Consumer Magazine Campaign - Bronze

Print: Consumer Magazine Single Page - Bronze

### Yule Dog - Kayem

#### The Hatch Awards

Digital: Video Long Form Single Entry - Merit

### Let Your Imagination Swim Wild - NEAQ

#### The Hatch Awards

Online Video: Single Entry - Bronze

Television: National Campaign - Merit

### Good Luck - New England Aquarium

#### The Hatch Awards

Public Service: Single Entry - Merit

## EDUCATION

### Boston University

September 2009 - January 2011

MA in Advertising - Creative

### James Madison University

September 2005 - May 2009

BS in Media Arts and Design

## LANGUAGES

### Fluent

English

Latvian

## PROGRAMS

Photoshop

Illustrator

InDesign

Premiere

Microsoft Office Suite