

# SARA PAUL

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## **Art Director** (June 2021 - Present)

**The Mars Agency**

**Client: Bayer**

- Creates key visuals for individual brands and cross-brand portfolios
- Applies key visual across multiple retail elements
- Works with IAT to ensure trade visuals are in line with ATL work
- Concepts platforms, activations, and retail structures
- Leading ecommerce project

## **Art Director** (June 2019 - May 2021)

**Associate Art Director** (August 2017- June 2019)

**FCB/RED Chicago**

**Client: Bud Light (Trade)**

- Brainstormed and executed brand activations, visuals, & retail structures
- Created key visuals and applied them to overarching retail programs
- Collaborated with senior art directors, copywriters, and 3D team
- Led lifestyle and product-focused photoshoots for retail and OOH & led retouching of those photos
- Assisted other brands under Anheuser Busch retail (Stella Artois, Michelob Ultra)

## **Art Direction Intern** (June 2017- August 2017)

**FCB Chicago**

**Clients: Boeing, Choose Chicago, Pine Sol**

- Brainstormed & concepted brand platforms, brand activations, experiential creative for pitches
- Lead art director for intern happy hour

## **Education**

**Temple University**

**B.A. Advertising Art Direction**

Honors Program

French Minor

## **Programs**

Photoshop

Illustrator

InDesign

Microsoft Office

