



BIANCA BERTOLINI ACD / ART DIRECTION

biancabertolini.com

biancabertolini@gmail.com

586.909.4890

SKILLS

Photoshop, InDesign,
Illustrator, Lightroom,
MS Office

AWARDS

2016 Silver Addy

OtterBox OtterTour

2015 Silver Davey

OtterBox OtterTour

2015 Silver Davey

Leinenkugel's Billboards

EXPERIENCE

THE MARS AGENCY / Chicago, IL

Associate Creative Director, June 2017-December 2017

Created advertising, promotions and shopper marketing for the Conagra Brands portfolio. Worked to elevate and redefine brands that have been household staples for decades through innovative tactics, design and retail activations.

CLIENTS: Slim Jim, Bertolli, P.F. Chang's, Frontera, Banquet, Marie Callender's

LEO BURNETT | ARC WW / Chicago, IL

Freelance Associate Creative Director, March 2017-May 2017

Created shopper and experiential marketing for Coors Banquet and Coors Light beer brands, including developing a new visual brand identity for Coors Banquet for both on- and off-premise.

JACOBSON/ROST / Chicago, IL

Associate Creative Director, August 2014-January 2017

Senior Art Director, April 2013-July 2014

Art Director, June 2009-March 2013

Earned my stripes in a trial by fire environment touching every aspect of the business from retail packaging design to film production planning and execution. Day-to-day, I focused on creating elevated design deeply grounded in insight and strategy. During my time as an ACD, I led teams in delivering projects across print, digital, social, retail and events/experiential—staying hands-on from concept to client to post.

CLIENTS: MillerCoors, OtterBox, LifeProof, Leinenkugel's Brewing Co., Peroni Nastro Azzurro, Oster, Mercury Marine, Pilsner Urquell, Coors Light, Miller Lite, Chamberlain College of Nursing, Johnson Controls

EDUCATION

COLUMBIA COLLEGE CHICAGO / Chicago, IL

Bachelor of Arts, September 2006-May 2008

Marketing Communication / Advertising concentration

Copywriting minor

WESTERN MICHIGAN UNIVERSITY / Kalamazoo, MI

September 2004-May 2006

Communication / Journalism