

# TANYAH CHAMBERS

## ART DIRECTION

### A LITTLE INTRO

As an unconventional Art Director, I thrive on turning imagination into reality. Combining my expertise in Marketing with Visual Communication, I craft captivating campaigns that leave a lasting impact. From conceptualization to execution, I bring creativity and strategic thinking to every project.

My track record speaks volumes—I've spearheaded viral 360 campaigns and boosted digital ad conversion rates by 30%, among other accomplishments. With a knack for magic-making and a commitment to getting things done, I'm poised to elevate your brand to new heights.

### EDUCATION

#### BA IN COMMUNICATIONS

UNIVERSITY OF ILLINOIS AT CHICAGO | '19

#### AA IN MARKETING

HAROLD WASHINGTON COLLEGE | '22

### EXPERIENCE

#### ART DIRECTOR

MARCUS GRAHAM PROJECT | '24

- Joined forces with 8 other amazing Creatives to create our pop-up Ad agency, Tapestry Studios.
- Orchestrated innovative artwork and ad campaigns for Buick, resulting in a 15% increase in brand engagement and a 10% boost in sales conversions.
- Orchestrated creative vision for **7+ marketing campaigns**, aligning with client goals and brand standards; **boosted client revenue by 45%** through targeted messaging and design elements.
- Collaborated with cross-functional teams to develop innovative concepts and oversee their execution from inception to completion.

#### ART DIRECTOR & DIGITAL MARKETING LEAD

ADAMO CREATIVE STUDIOS | '19 - '24

- Pioneered client relationship management, delivering top-tier customer service and driving project success as an Art Director, resulting in a 20% increase in client satisfaction scores.
- *Directed a multidisciplinary team of designers, copywriters, and creatives, fostering collaboration and achieving a 25% improvement in project efficiency.*
- **Develop and execute creative strategies** aligned with client objectives and brand guidelines, driven by *meticulous market research*.
- Drive **impactful solutions to increase sales and customer engagement**, conducting social media audits and *collecting vital consumer data* consumer data.
- Managed end-to-end marketing projects, from ideation to execution, overseeing the design of 15+ multimedia assets; achieved a **15% growth in brand awareness** and a **20% increase in lead generation**.

#### SENIOR DIGITAL MARKETING COORDINATOR

GREY MATTER | '22 - '23

- *Created, optimized, and monitored campaigns*, which delivered a **30% increase in lead generation** and a **12% decrease in cost per lead**.
- Developed a strategy to **maximize the reach and impact of content** across multiple channels, and analyzed the performance of campaigns to recommend changes to improve reach and ROI.
- Selected and managed digital media channels, such as **email marketing, PPC ads, and social media campaigns**, to drive traffic and engagement.
- Utilized website analytics to identify key areas for improvement, resulting in a 20% increase in user engagement and a 15% boost in conversion rates.
- Optimized pages, content, and landing pages to ensure maximum conversion rates in different markets.

## CONTACT ME

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#### TECHINICAL SKILLS

ADOBE CREATIVE SUITE - UI/UX DESIGN - BRANDING -  
PACKAGING - ADVANCED MARKETING INSIGHT

#### SOFT SKILLS

EXTREMELY FUNNY - MEME HOARDER - PERSONALITY HIRE -  
CLIENT RELATIONS - TEAM LEADERSHIP

#### POINTS OF INTEREST

WILL TAKE YOU TO SOHO HOUSE - MGP ALUM 2024 - CAN'T  
DRIVE - CREATIVE FUTURES COLLECTIVE 2023