

rebecca friedman

ART DIRECTOR | BROOKLYN, NY
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REFRIEDCREATIVE.COM

places+things i've studied

MIAMI AD SCHOOL, QUEENS, NY / SAN FRANCISCO, CA | 2016-2018
art direction

RELAY GRAUDATE SCHOOL OF EDUCATION, NEW YORK, NY | 2014-2016
masters in the art of teaching

EMORY UNIVERSITY, ATLANTA, GA | 2010-2013
BA, major: religion; minor: media studies

PHI BETA KAPPA, FALL 2012

THETA KAPPA ALPHA, SPRING 2012

ORDER OF OMEGA, FALL 2012

E.B.R. ACADEMIC AWARD, FALL 2013

DEAN'S LIST, 2010-2013

KIVUNIM, JERUSALEM, ISRAEL+INTERNATIONAL TRAVEL | 2009-2010
conflict resolution; hebrew+arabic; international relations

advertising things

WIEDEN+KENNEDY | NY, NY | ART DIRECTOR APR 2021- PRESENT
['mcdonald's,' 'team usa,' 'ford']

HAVAS | NY, NY | ART DIRECTOR, FREELANCE MAR - APR 2021
['bny mellon,' 'keurig,' 'mccafe']

DEUTSCH | NY, NY | ART DIRECTOR OCT 2018- FEB 2021
['outback,' 'pnc bank,' 'busch']

R/GA | NY, NY | INTERN, ART DIRECTION JUL-SEP 2018
['wella soft color,' 'wella koleston,' 'clairol root touch up,' 'mail chimp']

TBWA CHIAT'DAY, NY, NY | INTERN, ART DIRECTION APR-JUN 2018
['belvedere,' 'hilton,' 'one love,' 'earth for america,' 'voice to gif']

CUTWATER, SF, CA | JR ART DIRECTOR, FREELANCE JAN-FEB 2018
['just for all,' 'pete's coffee,' 'russell stover,' 'sparkle']

pre-advertising things

WORMWOOD PRODUCTIONS, BK, NY | PRODUCTION ASSISTANT NOV-DEC 2016
[create+process production reports, purchase orders+insurance certificates; answer phones; manage set-stage-office communication]

TEACH FOR AMERICA, LIGHTHOUSE CHARTER SCHOOL, BX, NY | CORPS MEMBER LEAD UPPER ACADEMY TEACHER JUN 2014-AUG 2016
[selected from 60,000 nationwide applicants to participate in education initiative+intensive training programs]
[founded 7th grade english language arts; designed+implemented arts infused literacy instruction for 5th-7th grade]
**achieved largest year-over-year increase in state test scores: 9%-31% proficiency+highest beginning-to-end nwea reading test scores

WHITESPACE GALLERY, ATL, GA | GALLERY INTERN SEP 2013-MAY 2014
[managed gallery sales+events; composed press releases+artist statements]

BURNAWAY, ATL, GA | SOCIAL MEDIA INTERN SEP-DEC 2013
[managed pr and marketing for burnaway's social media outlets]
**initiated burnaway's "curator of the week" campaign across social platforms

92ND STREET Y, NY, NY | ART SPECIALIST JUN-AUG 2013
[designed+administered "art bash" curriculum for summer programs k-6th grade]

SHIFFALI SKINCARE, NY, NY | PHOTOGRAPHY INTERN JUN-AUG 2012
[designed+conducted photoshoots for product marketing]



awards+nods

2023, EFFIE AWARDS, FINALIST
JUN 2022, 2022 ADWEEK CREATIVE 100
2022, SHORTY AWARDS, FINALIST
APR 2019, ONE SHOW YOUNG ONES, FINALIST
JUL 2018, SUMMIT INTERNATIONAL AWARDS, BRONZE
MAY 2018, CANNES FUTURE LIONS, SHORTLIST
MAY 2018, INTERNATIONAL CREATIVITY AWARDS, SILVER
APR 2018, ONE SHOW YOUNG ONES 'SONNET', GOLD PENCIL
MAR 2018, NY ADDY'S, SILVER
MAR 2018, NY ADDY'S, SILVER
APR 2017, YOUNG SHITS
FEB 2014, PHOTOGRAPHER'S FORUM MAGAZINE