

Art Director
&
Creator

Courtney Denton

EXPERIENCE //

ART DIRECTOR, SOCIAL & DIGITAL

StriVectin Operating Co. Feb '22 - Present

- Creative lead for lifestyle photo & video, owning shot list development, casting, directing on set & post
- Own content for Instagram, including strategy, original content creation & integration of trends
- Spearhead vertical video strategy with original content & editing, including top-performing paid content
- Support Creative Director on brand projects, manage social designer & junior designers
- Creative lead for paid media & agency partners

SR. MANAGER, CONTENT & SOCIAL

Glow Recipe May '19 - Feb '22

- Directed on set, cast talent & produced campaigns to create best-in-class content
- Owned social strategy, growing Instagram following from 300k to 1M+
- Established Glow Recipe as a leader on TikTok by launching account and creating content with 400k+ views
- Supported marketing & retail partners with collaboration on creative assets, including Sephora, Target & Cult Beauty
- Led visual creative & social voice for secondary skincare line, Sweet Chef

CREATIVE

Annex88 (Havas) Sept '17 - May '19

- Built creative concepts for social & digital campaigns for a range of fashion and lifestyle brands including Bloomingdale's, St-Germain and Adidas NYC

ASSOCIATE, CREATIVE MARKETING

Club Monaco (Ralph Lauren) July '16 - Sept '17

COORDINATOR, CREATIVE MARKETING

Club Monaco (Ralph Lauren) June '14 - July '16

A creative with 10 years of experience both in-house & at an agency. Able to lead a team on set & self-shoot organic, social-first content from start to finish. A leader in social content & strategy with a strong knowledge on how marketing & creative work best together.

EDUCATION //

DREXEL UNIVERSITY

Westphal College of Media Arts & Design

B.S. Design & Merchandising, 2010-2014

Concentrations in Art History & Media

Magna Cum Laude

SKILLS & PROGRAMS //

Adobe Creative Suite: Photoshop,
Lightroom, Premiere, XD,
InDesign, Illustrator
CaptureOne
Digital photography
Photo editing & retouching
Klaviyo
Organic content creation