

Dana Campos

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EXPERIENCE

Publicis Groupe: Razorfish (Chicago, IL)

Jun 2025 – Present

Junior Art Director

- Developed multi-channel campaigns for Chevron, Samsung, DIRECTV, and Amica Insurance, designing creative across digital advertising, CRM emails, social content, website experiences, and print while partnering with several creative, strategy, and production teams.
- Supported creative concepting and execution from ideation through launch, including a 360° campaign and a full website redesign, through the development of social concepts, curated photography, storyboarding, designed campaign assets and more.

Art Director Intern

- Contributed to ideating engaging concepts for social media campaigns and internal pitches, contributing fresh ideas tailored to brands such as Bath and Body Works, CDW, and Chrysler.
- Supported creative execution by assisting with pitch decks and producing visual assets for DIRECTV and Sandals, including Photoshop designs for flyers and campaign mockups.

Rudd Resources LLC (Chicago, IL)

Jul 2024 – Aug 2025

Design and Social Media Associate/ Freelancer

- Designed various posters, toolkits, reports and more using Adobe Suite for different clients, including Ventra and Borderless Studio to promote their campaigns to communities.
- Created videos and graphics for social media to increase awareness of client projects and incite community involvement and curiosity for several departments within the City of Chicago.

Vera Creative (Chicago, IL)

May 2023 – Jul 2025

Brand Ambassador

- Promoted clients, such as Goya, at community festivals by engaging with residents, increasing brand visibility, and gathering community insights to inform targeted marketing strategies.

Community Outreach and Office Assistant

- Identified community engagement opportunities, coordinated outreach events, trained and led teams to support client marketing and recruitment initiatives.
- Translated and transcribed focus group meetings and calls to easily add quotes, answers, and concerns to report for clients, like Chicago Early Learning, and the agency records.
- Researched, designed, and presented a recruitment plan for the agency, detailing possible audiences and tools for the upcoming community engagement season.

SKILLS

Technical: Figma, Illustrator, InDesign, Photoshop, Canva, Word, PowerPoint, Excel, Capcut, Web Design

Interpersonal: Leadership, Social, Collaborative, Responsible, Dependable, Resourceful

Languages: Proficient in English and Spanish, intermediate in French

EDUCATION

Columbia College Chicago (Chicago, IL)

May 2024

Bachelor of Arts in Advertising, Summa Cum Laude