

# EMILEE DURRETT

CREATIVE DIRECTOR // VISUAL DESIGNER // CONTENT CREATOR

## CONTACT

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## EDUCATION

BFA in VISUAL COMMUNICATION  
UNIVERSITY OF OKLAHOMA

## SKILLS & TOOLS

CREATIVE DIRECTION  
ART DIRECTION  
CONCEPT DEVELOPMENT  
CAMPAIGN IDEATION  
BRAND STRATEGY & IDENTITY  
DESIGN SYSTEMS  
DIGITAL & PRINT DESIGN  
UI/UX DESIGN  
PHOTOGRAPHY  
VIDEOGRAPHY  
VIDEO EDITING  
MOTION GRAPHICS  
PHOTO RETOUCHING  
CONTENT CREATION  
PRESENTATION DESIGN  
PROJECT MANAGEMENT  
CREATIVE LEADERSHIP

ADOBE ILLUSTRATOR  
ADOBE PHOTOSHOP  
ADOBE INDESIGN  
ADOBE AFTER EFFECTS  
ADOBE PREMIERE  
FIGMA  
CANVA  
CAPTURE ONE  
KLAYVIO  
GOOGLE SUITE  
POWERPOINT  
SLACK/ASANA/TRELLO  
ZOOM/TEAMS/MEETS  
SHOPIFY

## EXPERIENCE

FREELANCE CREATIVE DIRECTOR  
VARIOUS | June 2023 - CURRENT

Partner with brands and founders to lead creative direction while remaining deeply involved in hands-on design and execution.

- Creative direction and visual strategy for brands, campaigns, and product launches
- Hands-on design execution across brand identity, digital, social, and marketing assets
- Art direction for photo and video shoots, including concepting and on-set guidance
- Close collaboration with founders, internal teams, and production partners to bring ideas to life

ASSOCIATE CREATIVE DIRECTOR  
GURU | June 2023 - November 2024

Led the creative team at a mission-driven agency focused on socially conscious brands, overseeing campaigns and production across clients including Clover Sonoma, Traditional Medicinals, and Nalgene. Owned creative strategy and execution from concept through delivery, partnering closely with clients to present, sell through, and bring ideas to life.

- Creative leadership across integrated brand and campaign work
- Oversight of all creative deliverables, ensuring quality, consistency, and impact
- Client-facing presentation and sell-through of creative concepts
- Hands-on art direction and design across key projects

CREATIVE DIRECTOR  
Audigent | Nov. 2020 - June 2023

Led the creative function within a fast-paced ad-tech and data agency, overseeing a multidisciplinary team of designers, animators, and interns. Partnered closely with internal strategy and client teams to concept, direct, and execute high-impact campaigns across digital, social, and experiential touchpoints. Directed creative work for brands including PUMA, Universal Music Group, LAGOS, and The GRAMMYS, among others.

- Creative direction of client campaigns, including photo and video productions
- Concepting, storyboarding, and design of campaign, digital, and social creative assets
- Brand identity, rebranding, and logo design

CONTENT CREATOR  
GROOVE | Jan. 2019 - March 2020

Captured photo and video content at live dance events nationwide, creating custom recap edits and motion graphics for social, web, and print marketing.