

EMILEE DURRETT

CREATIVE DIRECTOR // VISUAL DESIGNER // CONTENT CREATOR

CONTACT

 emilee@weeatsoop.com

 405.200.2304

 @emileedurrett

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 conceiving 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.