



DAYNA EDMONDS

CREATIVE DIRECTOR

+1 313 433 1309

dedmon21@student.scad.com

ATLANTA, GA

EDUCATION

May' 2021

Master's of Fine Arts Advertising

Savannah College of Art and Design
1600 Peachtree, Atlanta, Ga 30303

May' 2014

Bachelor's of Art Accounting

Clark Atlanta University
123 James P. Brawley Dr. Atlanta, Ga 30314

SOCIAL MEDIA



Dayna Denise



@daynadenise



@itsdaynadenise



www.daynadenise.com

SKILLS

Content Creation

Brand Strategy

Web Design

Interior Design

SOFTWARE

- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Revit

WORK EXPERIENCE

Sept' 2019 - Nov' 2019

CREATIVE DIRECTOR *PYXERA Global / Scadpro*

Built an environment for the creative team to work

Developed ideas for advertising or promotional campaigns

Key presenter and faced with client

Aug' 2019 - Present

INTERIOR DESIGNER *Budget Betty LLC*

Access client functional and aesthetic needs to develop space design

Produce drawings and renders

Present clients with budget sheets, art direction and timelines

Jan' 2019 - Mar' 2019

ART DIRECTOR *Georgia World Congress Center / Scadpro*

Chief editor of the final presentation to clients

Developed fundraising ideas for the restoration of Centennial Olympic Park

Produced financial prospectus

Sept' 2018 - Present

FREELANCE CREATIVE DIRECTOR *Dayden Holdings LLC*

Conduct brand strategy sessions to develop brand identity

Create content plans for social, web and campaign

Design websites from research, strategy to launch

AWARDS & RECOGNITIONS



reddot award 2019



reddot award 2020