



STEPHANIE CAO

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EDUCATION

Temple University

Klein College of Media
and Communication

Philadelphia, PA

B.A. in Advertising: Art Direction

May 2019 | GPA: 3.87

Magna Cum Laude

AWARDS

2nd Place

2019 District 2: National Student
Advertising Competition (NSAC)

Dean's List

Fall 2015–Spring 2019

Founder's Scholarship

Fall 2015–Spring 2019

SKILLS

Graphic Design, Art Direction,
Social Media, Photography,
and Videography

Design

Adobe Illustrator, InDesign,
Photoshop, After Effects,
Lightroom, and Procreate;
Sketch and Keynote

Microsoft

Word, Excel, and PowerPoint

Video

Premiere Pro and Final Cut Pro X

EXPERIENCE

Digitas Health

Art Direction Intern | Philadelphia, PA | Jul. 2019–Aug. 2019

- Worked alongside the Art Director on an oncology brand by curating stock images to use; and developing print ads, banner ads, and PowerPoints
- Served as the art director in a team of 8 interns in developing a campaign for the Multiple Sclerosis Association of America (MSAA) by conducting research and creating key strategies, creatives, and pitch decks to present to the client

Diamond Edge Communications

Art Director | Philadelphia, PA | Jan. 2019–May 2019

- Conceptualized and designed invitations, web graphics, and all additional preparatory materials for Temple University's Department of Advertising and Public Relations' Senior Showcase and awards ceremony

ChatterBlast Media

Multimedia Intern | Philadelphia, PA | May 2018–Dec. 2018

- Assisted the multimedia designer with photoshoots, video production, post-production, and any other design needs for clients
- Worked hand-in-hand with the video editing intern in adding animations and developing any graphics needed in post-production

Graphic Design Intern | Philadelphia, PA | Sept. 2017–May 2018

- Designed social media graphics, gifs, illustrations, and mockups for clients, such as the Philadelphia Parking Authority and Einstein Health

LEADERSHIP

National Student Advertising Competition

Lead Designer | Philadelphia, PA | Jan. 2019–May 2019

- Conceptualized ideas and created ads for an award-winning campaign, along with developing a 21-page planbook detailing campaign strategy, creatives, and metrics

Temple Asian Students Association

Director of Multimedia & Technology | Philadelphia, PA | May 2018–May 2019

- Assisted in the art direction of each design aspect for the organization
- Directed and created promotional videos for big events, such as Heart & Soul'd

Officer of Multimedia & Technology | Philadelphia, PA | Jun. 2017–May 2018

- Created banners and posters for general body meetings, events, and fundraisers
- Photographed and recorded every event that the organization holds

Temple Advertising Club

Graphic Designer | Philadelphia, PA | Aug. 2017–May 2019

- Created weekly social media and newsletter graphics to promote various speakers