



Hello, I'm Selena Davant

I'M A CREATIVE HYBRID

I live for creativity, inspiring and connecting people through storytelling and experiences. Art direction, content creation (photography + videography), strategy, experiential design, community building and project management — I've executed all of the above and I'm passionate about the art and science I create each day.

WHO'S PASSIONATE ABOUT

Capturing moments | People | DIY

MASTERING TOOLS LIKE

Adobe Creative Suite CC | Keynote | Opal | Quip | Radar

I EARNED MY EDUCATION AT

THE ACADEMY OF ART | DEC 2015
M.F.A in Advertising & Art Direction
UPPER IOWA UNIVERSITY | MAY 2012
B.A in Communications (Cum Laude)

SOME OF MY ACHIEVEMENTS

AD25F Advisory Board | 2018
MGP Advisory Board | 2018
ADCOLOR Advisory Board | 2017
ADCOLOR FUTURES | 2016
AAU Spring Show Silver Winner | 2015
AAU Spring Show Finalist | 2014 + 2016
AAU Media Awards Finalist | 2015
Marcus Graham Project Bootcamp | 2015
Isaac+ Award Gold Winner | 2014
One Club SF Boot-camp | 2013 - 2015
UIU Woman of Influence | 2012

OH AND I'M BILINGUAL TOO

English | French

LET'S CONNECT

EMAIL: selena.ds1@gmail.com
PORTFOLIO: www.selena-ds.com
INSTAGRAM: @SmileADay
LINKEDIN: linkedin.com/in/selenadavant

ART DIRECTOR +
CONTENT STRATEGIST
APPLE
Cupertino, CA
September 2017 – present

I'VE BEEN WORKING IN TECH & ADVERTISING

- Work with Advertising and Social teams in the Marketing and Communication department (Marcom).
- Art direct, concept, pitch ideas for new products launch campaigns, Keynote and internal communications.
- Generate insights, concepts and strategy for @Apple IG content and influencer marketing program.
- Co-manage editorial content calendar for @Apple IG with Editorial Lead and external ad agency partners.
- Oversee organic content delivery across 21 localized YouTube Apple channels and YouKu (China).
- Develop comprehensive launch strategies with over 80+ partners (internal & ad agencies) for YouTube and YouKu channels.

ART DIRECTOR +
CONTENT STRATEGIST
TOASTED LIFE LLC
San Francisco, CA
August 2014 - present

- Build client brand identity, strategy and communications for digital content and events.
- Discover, recommend, source, manage talent and/or contractors (internal/external).
- Collaborate with founders to influence the creative direction for events, travel experiences and content.

ART DIRECTOR
CAROL H. WILLIAMS
Oakland, CA
April 2016 – 2017

Developed creative concepts, communications and executed campaigns for brands such as General Motors, Union Bank, The Links, Affordable First.

ART DIRECTOR +
CONTENT CREATOR
BLAVITY
San Francisco, CA
September 2015 - 2016

Created and managed all original content for @BlavityShop IG – scouted, booked, photographed “influencers” and wrote content. Boosted impressions by an average of 300% in the first 3 months.

ART DIRECTOR
KBS+
New York, NY
June – August 2014

Developed, prototyped and pitched an Isaac+ Award Gold winning concept – “The Tree of Life” a sustainable energy based experiential project to KBS+ Ventures.

ART DIRECTOR +
CONTENT CREATOR
ADCOLOR
San Francisco, CA
October 2017 – present

CHAMPIONING DIVERSITY & INCLUSION

- Concept and design content for ADCOLOR Conferences, Award shows and FUTURES programs via @ADCOLOR IG.
- Compose engaging digital video content.
- Aid amplify, celebrate, and highlight diversity and inclusion in creative industries via digital content.

ART DIRECTOR +
CONTENT CREATOR
THE 3% MOVEMENT
San Francisco, CA
November 2016 - present

- Lead editorial content calendar for @3PercentConf IG.
- Establish programs to enhance audience engagement in collaboration with social content manager.
- Design and curate content highlighting diversity & inclusion, including: women, people of color, LGBTQIA, and differently-abled in creative industries.

AND SPREADING HAPPINESS AROUND ME

FOUNDER +
ART DIRECTOR
SMILE A DAY
San Francisco, CA
July 2015 – present

- Created an photo journalistic themed Instagram platform focusing on happiness that generated organic growth from 0 to +5000 followers within a year.
- Transformed a passion project into a brand collaborating with top companies including – Today @ Apple, 99 Designs, Youth Speaks and Black Joy Parade.
- Create engaging content, procure experiential events and share unique stories that authentically connect people with each other.