

tara sroka

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Phone:

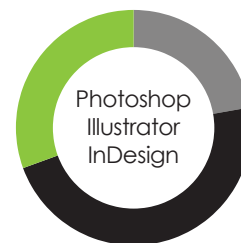
646.867.3116

Web site:

tarasroka.com

LinkedIn

linkedin.com/in/tarasroka



I have a variety of experience in advertising and broadcast media. I love to learn and take on new challenges. I want to continue to develop and exercise my creative capabilities and inspire the same in others.

Honors:

Published artwork in the April/May 2008 issue of *Digital Scrapbooking* magazine, awarded Mosaic Group's first *Employee of the Month* in March 2014

ART DIRECTOR

FCB Health

Art Supervisor

October 2014–Present

Senior Art Director

January 2012–October 2014

Art Director

May 2011–January 2012

Art direction and design for a full range of marketing materials—from websites, mobile, interactive sales aids, motion graphics videos, conference materials, advertorials, formulary kits and various collateral and new business pitches.

Manage, mentor and delegate projects to junior art director

Therapeutic Areas: Hypertension, diabetes, oncology, gout, women's health, dermatology and various other disease states

GRAPHIC DESIGN

Oxygen Media/NBC Universal

Junior Graphic Designer

April 2003–May 2010

Designed and executed materials that included: brand identity, magazine design, collateral pieces, posters and various branding efforts

Organized and archived design files and assets

Maintained the digital photography library with the use and knowledge of Cumulus, an image database system

Assisted in proofing artwork and helped to ensure the accuracy of print jobs to completion

Worked closely with the Marketing Department to ensure the success and accuracy of marketing/sales materials and that specific marketing goals were met

PRODUCTION

BBDO

Production Coordinator

2002–2003

Controlled the workflow of the graphic design studio and acted as a liaison to the traffic team

Hill Holliday

Broadcast Traffic Manager

2001–2002

Trafficked radio and TV spots to broadcast stations

Wieden + Kennedy

Project Manager

2000–2001

Managed schedules and trafficked print advertising to meet deadlines

O'Leary Clark/Wolf Group

Traffic Manager

1999–2000

Scheduled and trafficked print advertising & collateral material

Noble Desktop Training Classes

Photoshop for Web Design & UI, Mobile & Responsive Web Design, Illustrator, Photoshop Advanced and Dreamweaver/HTML

Leadership Workshops & Various Training

Managing to Lead, Getting the Most from Your Team, DiSC Management Training, Visual Thinking, Presenting When You're Not in the Room, Improv for Business and Managing Difficult People & Tricky Situations

State University of New York College at Geneseo

Bachelor of Arts, Communication, 1995–1999