

# ABIGAIL PARSONS

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## EXPERIENCE

R&R Partners

### Senior Art Director

Assist in leading creative development and integrated campaigns for Las Vegas Tourism, Brand USA, healthcare, government, and destination marketing brands. Present concepts to stakeholders and guide projects from strategy through execution across digital, experiential, print, social and broadcast channels.

2017–Present

DishOne

### Senior Graphic Designer

Developed advertising campaigns, event marketing materials, sales collateral, and brand communications while leading visual storytelling and brand consistency initiatives.

2014–2017

McGarryBowen

### Art Direction Intern

Supported concept development and campaign execution for JCPenney and Burt's Bees within a leading global agency environment.

Summer of 2016

## EDUCATION

### Brigham Young University (Provo)

B.A. Communications (Advertising Emphasis)  
Minors in Graphic Design and Art History

2012–2016

## SKILLSET

Creative Direction · Art Direction · Brand Development · Visual Storytelling · Strategy Creative  
Adobe Creative Cloud · Integrated Campaigns · Leadership & Mentoring · Presentation Design