

# CAROLINE PETERS

## EDUCATION

### Miami Ad School

*Art Director Portfolio Program*

2023 - 2025

### California Institute of the Arts

*Graphic Design Specialization*

2021 - 2022

### Colorado State University

*Completed 85 credits towards a  
BA in Communication*

2016 - 2019

## SKILLS

- Art Direction & Concepting
- Visual Identity & Crafting
- Adobe Creative Suite
- Wardrobe Styling
- AI Design Programs (Midjourney, Runway, Firefly, Lumia) - always looking for the latest one
- Graphic Design

## AWARDS

### Clios

*Shortlist - OnlyHands*

### Graphis

*Platinum - Hidden Petals*

*Shortlist - Man Eater*

### American Advertising Awards

*Gold (District) - OnlyHands*

*Gold (District) - Murder for Mother*

*Gold (District) - Murder for Mother*

*Gold (District) - Ready, Set, Rescue*

*Silver (Regional) - OnlyHands*

## PROFILE

West Coast art director passionate about visual storytelling and pushing creative boundaries. I discovered my love for the craft staging photoshoots with friends and sneaking off lectures to edit images - before realizing this could be my career. I work to bring a playful, fearless approach that blends surrealism, femininity, and humor to create work that surprises and connects. Recently graduated, I'm finishing six months as a junior art director at Officer and the Gentleman in Madrid and ready to take on my next creative challenge.

[check out my work at www.carolinecpeters.com](http://www.carolinecpeters.com)



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## WORK EXPERIENCE

### JR. ART DIRECTOR

*Officer & The Gentleman*

*Madrid, Spain Mar - Jun 2025*

Promoted after internship to join the core creative team, where I concept and design for international campaigns across sports, gaming, and entertainment. Helped pitch and win the Codere account as part of 5-person team, leading to the agency's expansion into Mexico City. Additionally, I designed award-entry visuals for Opera GX's Prêt-à-Portable campaign and developed bumper ads, helping the work stand out on both creative and visual levels.

### ART DIRECTION INTERN

*Officer & The Gentleman*

*Madrid, Spain Jan - Mar 2025*

Supported senior creatives on campaigns for Real Betis and promotional materials for the 28 Years Later and I Know What You Did Last Summer franchises - contributing ideas, visual concepts, and design assets tailored to each brand's distinct, culture-forward voice. Helped develop social-first content and pitch decks under tight timelines and a fast moving creative team culture.

### WARDROBE STYLIST

*Freelance (On Set)*

*Miami, Florida 2022 - 2025*

Styled and co-directed visuals for music videos and editorial shoots. Collaborated with international artists including Latin Grammy-nominated Maga Córdova, whose video "Vuelvo A Volar" has reached nearly 1M views on YouTube. Concepted and styled fashion editorials that earned a Platinum and a Shortlist at the Graphis Awards. Known for creating immersive visual worlds that fuse high-impact styling with bold, cinematic direction.

### BEAUTY INTERN

*Purple PR*

*New York, New York May - Aug 2018*

Assisted in media outreach, showroom coordination, and event support for luxury beauty clients including ILIA Beauty, Dr. Jart+, Lancome and Maison Francis Kurkdjian. Gained early exposure to brand strategy and visual storytelling within a fast-paced, high-profile agency environment.