

# GRACE MCNALLY

GEN Z, FIRST GEN IRISH AMERICAN  
BORN + RAISED IN QUEENS.

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## SMARTS

### D&AD Shift with Google

D&AD Shift is an intensive night school for self-made creatives, that partners with industry experts from NYC and London's top brands and agencies including McCann, Spotify, Adobe, Adidas & more. Graduate of 2022, Alumni & Speaker

### NYC Salt

NYC SALT is a non-profit with a mission to empower youth from predominantly immigrant communities in New York City through photography.

Graduate of 2020, Current Alumni

## TOOLS + SOFTWARE

- Proficiency in Adobe Suite, specialized in Photoshop
- 5+ Years of Production in various roles
- Print Experience
- Multi-Media Artist
- Creative Writing

## ASSETS

- Great Music Taste
- Grasp of Gen Z internet culture
- Connections to underground emerging artists in NYC & London
- Available for Remote Work + Travel
- Passion for Vulnerability and authenticity
- Lifelong Gamer

## CLAIM TO FAME

- Adobe Live X D&AD Festival
- D&AD Shift Pitch Winner
- Vice Interview
- Exhibitor
- Scholastic Gold Key Receiver

## Where I've Been.

### Allegro Photo Industries

#### Founder

Freelance full service Photography + Videography.

- Developed strategy for small business growth, executing integrated campaigns and content across digital, mobile and traditional media
- Shot events with 200+ attendees and over 20 performers consecutively
- Curation and production of galleries and printed works
- Services include: Full Service Photo + Video, Creative Direction, Retouching, Video Editing, Storyboarding, Social Content Specialization, etc.

### Area 23

#### Art Director

- Concepted campaigns for pharma companies including The American Red Cross, Astra Zeneca and Sanofi
- Developed digital and print assets for Health Care Providers and Consumers
- Curated agency wide events (300+ virtual attendees)

### NYC SALT/ NeOn Arts

#### Photography Teaching Assistant

- Assisted Photographer Lauren Welles with her class of students for gallery project "Beautify Bed-Stuy/Brownsville"
- Supported students 1 on 1 and 5 on 1 with camera operation to cultivate personal photography style
- Scouted locations for classes

### Complicated Things

#### Production Assistant

- Assisted Photographer Mark Mann in and out of studio for photo/video shoots
- Ensured quality of audio and lighting design
- Lead video set design

### Bloomberg Philanthropies

#### Summer Intern

- Media Intern at El Barrio PS109 Artspace promoting social presence in community
- Analyzed social media campaigns and activities
- Created monthly newsletter to be shared with members of the community