

GRACE MC NALLY

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SUMMARY

My background in directing and production frames my eye artistically while my passion for people and all things that they're passionate about drives my creative voice. I believe some of the greatest joy is found through community and thus center community in my projects. As a team member, I'm a cheerleader, a problem solver, and ALWAYS excited to learn. In my personal life, I create art constantly for myself and with others, am an avid gamer & play on a ladies' Gaelic football team. In my free time, I draw inspiration from children's media, nature & through community work.

EXPERIENCE

- Allegro Photo Industries, Founder & Creative Director** 2018 - Present
Started in 2018, Allegro Photo Industries offers creative services to individuals and businesses of all sizes. Services include: Social Media Strategy, Full Service Photo + Video, Film Direction, Art Direction, Retouching, Social Content, and Small Business Strategy. Clients: Meta, PBS, Diageo, Adidas, HSBC, & giffgaff.
- NYC Salt, Teaching Artist** 9/2024 - Present
Created lesson plans, managed gallery setup and print sales, produced websites and collaborated with The Center for Book Arts to teach Risograph printing & Zine Making to students.
- FG Studios/Indy Jazz Fest, Community Manager & Multimedia Producer** 5/2024 - 10/2024
Gained 778K impressions across platforms. Spearheaded social strategy and management for the Indy Jazz Fest and Indianapolis Jazz Kitchen. Curated content for online community working with a global team to craft marketing materials and speak to Jazz Lovers across the United States.
- Bolivian Llama Party, Video Producer & Social Media Manager** 5/2023 - 10/2024
Managed social media account of 26K+ followers across three channels, raising reach 485% to date with over 183K impressions. Created moving and still social assets to promote food, drinks, community & Bolivian Culture to NYC. Assisted in community event production.
- Area 23, Art Director** 3/2022 - 4/2023
Client facing mid level Art Director responsible for the generation and execution of creative concepts from idea to design through finished product. Assist Art Supervisor on larger, more complex projects. Concepted & Pitched campaigns for pharma companies including The American Red Cross, Astra Zeneca and Sanofi. Trained in AI prompting by experts at Midjourney.

EDUCATION

- Creative Comeback NYC, 2024**
Creative Comeback NYC is a program made for returning creatives. Kicked off by Creative Equals in 2019 it's an opportunity for women, non-binary and gender non-conforming folk to return to creative work. Spearheaded by Creative Equals, Adobe, D&AD and Diageo, participants work with developing technology & pitch work to Diageo to re enter the creative field with a unique edge.
- D&AD Shift, 2022 Global Alumni Engagement Specialist**
D&AD Shift with Google is an industry-led night school program for creatives. Over a course of 5 months, Shifters learn and connect with top brands and agencies while working on real-life briefs for Adidas, Spotify, and Diageo

NYC Salt, 2016-2020, Associate Board Member

NYC Salt is an artist-led digital photography residency whose mission is to engage, inspire, and empower youth from underserved communities in New York City to reach their full potential through the lens of a camera.

SKILLS

Basic Spanish • Digital Photography • Print Media Design • AI Prompting • Content Development • Adobe Creative Suite • Storyboarding • Media Production • Concept Development • Indesign Layout • Art Direction • Time Management • Client Relations • Time Management •

HONORS & AWARDS

- MET Museum of Art Exhibitionist The Metropolitan Museum of Art - May 2019**
Scholastic Gold and Silver Key.Scholastic - April 2019