

# GRACE MCNALLY



## EXPERIENCE

### Area 23

Art Director

- Concepted campaigns for large 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)

### 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 work
- Services include: Location Scouting, Editing, Creative direction, Storyboarding, Full Service Photo + Video, etc.

### 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 and video shoots
- Ensured quality of audio recordings 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

# BE WEIRD.

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FIRST GEN IRISH AMERICAN  
BORN + RAISED IN QUEENS.

## SMARTS

### D&AD Shift with Google

Class of 2022

D&AD Shift with Google is an intensive night school for self-made creatives, Shift partners with industry experts from New York's top brands and agencies. Partners Included: Spotify, McCann, Adidas, Area 23, Diageo and more.

### NYC Salt

Class of 2020, Alumni + Alumni Coordinator

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

- Photography Residence graduate
- Co-curated photography exhibits with noted curators
- Displayed work in multiples galleries

## ASSETS

- Collage Artist
- Creative Writing
- Proficient in Adobe, specialized in Photoshop
- Great Music Taste
- Grasp of Gen Z internet culture
- Connections to emerging artists around NYC
- Passion for Vulnerability and authenticity in Advertising
- 5+ Years experience as a Photographer