

# STEFFI ZIEBERT

## ART DIRECTOR & COPYWRITER

steffiziebert.com

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Toronto, Ontario

An aspiring Art Director and Copywriter based in Toronto passionate about creating compelling digital content. Bringing my unique charm into the mix, I love blending my passion for fashion, the beauty industry, and creating visually appealing creations into my work. It's all about infusing fun and personality into everything I do.

## EDUCATIONAL BACKGROUND

### HUMBER COLLEGE

*Diploma in Advertising & Graphic Design*  
September 2022 - present

### DE LA SALLE COLLEGE OF SAINT BENILDE

*Multimedia Arts*  
May 2010 - 2013

## TECHNICAL SKILLS

- Adobe Creative Suite
- Microsoft 365
- Figma

## PROFESSIONAL EXPERIENCE

### Business Owner

*QT Hair and Nail Salon [Philippines], October 2021*

- Art directed visually compelling store aesthetics to enhance customer engagement and brand recognition.
- Handled in-store management, employee training and rapport for better workflow and environment.

### Model and Social Media Influencer

*Elite Model Mgmt. Manila [Philippines], June 2018 - 2022*

- Appeared in Print Ads, E-commerce, Video Ads, Editorials, and Social Media Content.
- Successfully collaborated with clients to understand and fulfill needs.
- Demonstrated strong interpersonal skills while working with photographers, stylists, makeup artists, and other professionals in the fashion and beauty industry.
- Accumulated 13.8K Instagram followers by creating social media content.

### Online Business Owner

*Sabina Room Home Decor, 2020-2022*

- Art directed visually compelling aesthetics, logo, and branding to enhance customer engagement and brand recognition.
- Featured in local lifestyle magazine.
- Managed customer service and answered queries.

## EDUCATIONAL ACHIEVEMENT

### “Be The One” Nikon Campaign

*Zulu Alpha Kilo Toronto*

- Successfully delivered a Nikon campaign based on a brand brief from Zulu Alpha Kilo, achieving recognition as one of the top 10 best campaigns.

### “Wild Craft Beer” Campaign

*Longslice Brewery Toronto*

- Developed winning campaign for Long Slice Brewery, creating can designs, posters, social media content, and coasters aligned with their brand brief.

### Dean’s Honour List

*Humber College Faculty of Media & Creative Arts*

- Consistent honour student from first to present year.