

# ellie ohiso

## experience

### IDEAS, INC. • NEW YORK and SEATTLE • Creative Director

- Responsible for all creative direction, copywriting and client contact in designing and creating integrated marketing programs.
  - Web, UX and App Design
  - Email, Online and Social Media Programs
  - Print Production and working with vendors
  - Front end HTML design work with coding teams
  - Manage team of contractors and developers to execute strategy
  - Photo Shoots (Art Direction, Styling, Coordination, Model Selection)
  - Print Publications, Ads and Billboards
  - Package Design, Brochures, Direct Mail, Catalogs and Collaterals
  - Corporate Identity Design
- Traffic Coordinator for all creative materials through final production with team
- Oversaw graphic design projects from concept to finish
- Fluent in the Adobe Creative Suite of applications.

### GREEN DOOR MAGAZINE • NEW YORK • Founder & Publisher

Quarterly print magazine with regional New York distribution. The magazine profiled celebrities and artists, residences and farms, food and wine, events and the evolution of transplanted city-dwellers. (See issues at [issuu.com/greendoormag](http://issuu.com/greendoormag))

- Constructed consistent branding and visual storytelling for print and web issues.
- Handled all print production and distribution with print editors and distribution teams in the Tr-State area.
- Enabled issue ideas from concept to finish, collaborating with the Editor.
- Managed social media and brand identity with strong emphasis on hyper-local content, New York City transplants and second-homeowners.
- Created and executed strategic marketing campaigns, including viral social media content.
- Detail-oriented and inspired creative thinking with the ability to work in a fast-paced environment with deadlines.
- Created a cultural and movement hub in our brick and mortar Headquarters.
- Spearheaded community activism through public art programs and civic engagement.

### OHISO • NEW YORK and SEATTLE • Co-Founder

Contract work and freelance consulting to businesses large and small, marketing agencies, institutions and publishers looking to bring their brand identities to life, or expand market share.

- Multiple industry experience working with real estate, finance, medical and health companies.
- Designed poster for the 2014 global marketing campaign of The People's Climate March called *The Next One Won't Be Biblical*. Marketing dominated over 10% of NYC subway car advertising, and was tailored for worldwide distribution (i.e.: Big Ben on London subway cars with the tagline.) *The Atlantic* did an interview and the campaign took over *The New York Times* homepage. ([peoplesclimate.org](http://peoplesclimate.org))
- Developed activist program extension for the Delaware Riverkeeper Network entitled *For The Generations*, inspiring local governments and communities to enact legislature for Environmental Rights Amendments. ([forthegenerations.org](http://forthegenerations.org))
- Pioneered community art projects and installations, such as *Exquisite Corpse of the Catskills*, *Before I Die Liberty*, and *Doodle*.
- Provided logo, web design, marketing, print media and social media support to small businesses.
- Created a series of viral media campaigns (i.e.: Hickster, Narrowsburg Not Williamsburg) that were mentioned in *The New York Times* and *New York Magazine*.

**address** | 1140 NW 57th St, Unit B  
Seattle, WA 98107

**contact** | [ellie@ohiso.com](mailto:ellie@ohiso.com)  
516.225.6718  
[www.ohiso.com](http://www.ohiso.com)

## education

### NEW YORK UNIVERSITY • NEW YORK, NY

#### Master's Degree in Art & Business

- Enrolled in the highly competitive Gallatin School of Individualized Study, an interdisciplinary program.
- Recipient of a Fellowship in the *Newington-Cropsey Foundation*
- Artist in an on-campus exhibit at The NYU Kimmel Center called *Watching Catastrophe*

### QUEENS COLLEGE • FLUSHING, NY

#### Bachelor of Arts in Fine Arts, Honor/Scholar

- Earned complete four-year scholarship in the Honor/Scholar intensive curriculum
- Magna Cum Laude Graduate
- Nominated for Golden Key Honor Society
- Curated exhibition at the Louis Armstrong Archives on campus
- Art Editor of *Nucleus*, *The Undergraduate Journal of Scientific Research*
- Artist participant in the Eco-Art Show for The Hudson River Project

## organizations

### ARTLIB • LIBERTY, NEW YORK

#### Founding Member

Founded to organize public art exhibitions and cultural projects to promote community revitalization and economic opportunity in rural communities.

### THE CATSKILL ART SOCIETY • CATSKILLS

#### Board of Directors

Guided a team to explore contemporary art practices and facilitate creative and professional development for established and emerging artists in the New York Catskill region.

### UDAT • SEATTLE, WA

#### Ballard Committee Member

Served as a Committee Member on the Ballard, Seattle Urban Design & Transportation Group to define design recommendations, including streetscape design, land use regulations, and design guidelines that will guide future Ballard development.