



JOYCE KABUYA

DIGITAL ART DIRECTOR

📍 Atlanta, GA

SKILLS

2D Animation

Adobe Creative

Shopify E-commerce Marketing

Brand storytelling

INTERESTS

Anime Gaming

Painting Yoga

Books Thrifting

Interviews

EDUCATION

May 2021-December 2024

University of Georgia

B.A Advertising , Sociology

- Engaged in all-access events and panels at 2024 Cannes Lions International Festival of Creativity to gain insights into award-winning advertising strategies.

EXPERIENCE

Talking Dog Agency

Art Director August 2022-May 2023

"The Appliance Gals"

- Created unique graphic logos, planned and executed photoshoots for client.

Digital Media Specialist August 2023 - May 2024

"Health Plus Wellness Center"

- Tracked key performance indicator data
- Responsible for social media tracking

Browbies

Founder and Creative Director November 2022-December 2023

- Digital drop shipping eBook website designed for young female entrepreneurs
- Over 1,000 books sold, 1.1% conversion rate, 1,000 monthly online store sessions, over 20,000 Tiktok followers, 430 Instagram followers, a team of 5 social media ambassadors.
- Responsible for daily marketing on TikTok, Instagram, and Facebook. Included creating graphics for promotion, copywriting for captions,

Verasoni Worldwide

Digital Media Intern June 2023-August 2023

- Website mockup creation using Adobe XD, Website design utilizing WordPress for the "Awareness Foundation"

BBDO Atlanta

Art Director & Content Creator intern March 2025-August 2025

- Hands-on design experience with projects on clients Honey Baked Ham, Georgia Lottery, Beyer U.S., Ali Forney Center, and The Home Depot Radio script writing, presentation designed, pitched campaigns

kabuyamjoyce@gmail.com

