

EMILY STOUT

Graphic Designer & Art Director | Metro-Detroit | | emilycs.com

Personal Profile

Highly creative and results-driven Art Director with 8 years of experience in developing and executing transformative advertising campaigns, print and branding campaigns, and social media campaigns. Exceptional skills in collaborating with cross-functional teams, managing high-profile projects, and maintaining strong relationships with key clients.

Education

Northern Michigan University

Bachelor of Science – Graphic Communications | 2013 – 2018 | 3.8 GPA

Experience

Razorfish Detroit – Birmingham, MI

Art Director – Jan 2025 – Current

Develop and execute social, digital, and web campaigns for automotive clients including FIAT, Alfa Romeo, Peugeot, and Chrysler across North American markets. Create graphics, copy, website content, and social media assets while collaborating with creative and production teams on paid and organic campaigns. Oversee storyboards, final creative approvals, and content production, including filming, directing, and editing branded visual assets.

Leo Burnett Detroit – Troy, MI

Art Director – Jan 2024 – Dec 2024

Junior Art Director - Mar 2022 – Jan 2024

As the Social Media Lead for GM Genuine Parts and ACDelco, I led cross-functional teams to design, produce, and distribute over 30 social assets each quarter, consistently meeting deadlines and adhering to zero-budget parameters. This included coordinating photography and broadcast shoots to support fully integrated campaigns across multiple channels. Spearheaded the implementation of trending social strategies, resulting in a 3-5% increase in engagement rates and a nearly 75% boost in video view rates compared to organic social posts. Collaborated closely with the Certified Service and MobileService+ teams.

Garber Automotive Group – Saginaw, MI

Graphic Designer - Mar 2019 – Mar 2022

Created monthly graphics for social media platforms and website homepages to enhance brand visibility and engagement. Compiled, optimized, and made logos accessible on an internal media site to support streamlined brand usage. Drafted and completed promotional materials for dealer events, ensuring alignment with marketing objectives. Maintained websites for over 50 automotive dealerships, consistently delivering a reliable and engaging user experience.

Skills Summary

Branding

Social Media Content Creation

Typography

Design and Layout

Print Design

Problem-Solving

Prototyping

Design Software (Adobe Creative Cloud, Figma)

Time Management

Leadership

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References

Available upon request

Portfolio

Website: emilycs.com