ANITA S. NIXON

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Highly creative, innovative and accomplished Senior Art Director and Graphic Designer with over a decade of experience in driving innovative digital content and marketing campaigns.

EDUCATION

Master of Science, M.S.
Computer Science and Internet Technology
Pace University

Bachelor of Arts, B.A.
Art History, Digital Design & Sociology and Anthropology
Pace University

SKILLS

- Photoshop
- Illustrator
- Premiere
- InDesign
- After Effects
- Figma

AWARDS

Webby Awards
(Honoree) Best Individual Editorial Feature - Art of the Come Up, 2024

Grammy Awards
Love Letter Performed by Black Thought- Nominated for Best Hip Hop Performance, 2024

Hermes Creative Awards
Gold, 2022

The Telly Awards
Gold, Silver 2020

AVA Digital Awards
Platinum, Web Based Production | Creativity Web Video | Graphics/ Design 2019

PROFESSIONAL EXPERIENCE

Art Director, BET Digital
Paramount Global, New York, NY
May 2021- February 2024

- **Creative Leadership & Team Development:** Led and mentored a team of designers and interns, guiding all creative stages from concept to final production.

- **Award-Winning Content Creation:** Designed high-impact digital, print, and outdoor content, including promotional materials for major events like the BET Awards and NAACP Image Awards.

- **Client & Cross-Functional Collaboration:** Worked with clients, agencies, and cross-functional teams to develop creative that aligns with business goals and meets deadlines and budgets.

- **Project Management Expertise:** Managed project scopes, timelines, and budgets, ensuring quality and timely delivery, even under tight deadlines.

Associate Art Director, BET Digital
Paramount Global, New York, NY
January 2019 - May 2021

- **Collaborative Concept Development:** Worked with clients, agencies, and internal teams to develop creative concepts that align with brand goals.

- **Promotional Design for Flagship Shows:** Created marketing materials for major network programs, enhancing visibility and engagement.

- **Social Media Strategy:** Directed social content and templates, boosting brand identity and audience interaction.

- **Full-Cycle Creative Leadership:** Led all stages from brief interpretation to research, storyboarding, and final production.

Sr. Digital Sales Designer, BET Digital
Paramount Global, New York, NY
February 2013 - January 2019

- **Enhanced User Experience:** Developed creative assets and dynamic HTML pages for optimized campaign navigation and user experience.

- **Sales Support:** Created visuals, mock-ups, and presentation materials to strengthen digital sales initiatives.

- **Cross-Department Collaboration:** Worked closely with digital content and other teams to integrate sales campaigns effectively.

- **Creative Design for Promotions:** Designed graphics, banners, interactive games, newsletters, and micro-sites for sales promotions.

Sr. Sales Designer, HOT97.com
Emmis Communications, New York, NY
December 2011 - February 2013

- **Creative Asset Development:** Designed graphics, banner ads, interactive games, newsletters, and micro-sites, including dynamic HTML pages tailored to client needs.

- **Digital & Sales Integration:** Aligned sales campaigns with digital content, collaborating on storyboards, presentations, and visual assets for Emmis properties.