

EDUCATION

- 2021 **VCU Brandcenter**
M.S. Business: Art Direction
- 2017 **University of South Carolina**
Magna Cum Laude
B.A. Advertising & B.A. Dance and Choreography
Minor in Art History

RELEVANT EXPERIENCE

- 2020 **VCU Brandcenter** Art Director
Named and co-led a social campaign for the online merch store, The BC Pop-Shop. The campaign produced over \$10,000 in revenue that was split between the school and scholarship recipients.
- Collaborated with a team to produce a social campaign and industry initiative for the One Club's Where Are All the Black People event.
- The Carriage House** Founding Member & Art Director
Part of the organization and formation of a student run co-op when our internships were canceled due to the pandemic. Co-led team in naming and branding. Worked pro-bono on five clients across varying categories.

- 2018 **DiMassimo Goldstein** Freelance Strategist
/19
- 2018 **McKinney** Strategy Intern, *Durham* · Freelance-ish, *NYC*

IRRELEVANT, YET INTRIGUING EXPERIENCE

- 2014 **Recruiter, Ballet Teacher, & Stager of Ballets**
/17 University of South Carolina · Carolina Civic Ballet (SC)
- 2003 **Dancer & Choreographer**
/14 San Francisco Ballet, Pacific Northwest Ballet, Nevada Ballet Theatre, Ballet Austin, Co. C Contemporary Ballet (SF)

ACKNOWLEDGEMENTS

- 2020 VCU Brandcenter Scholarship
- 2019 Finalist, Ad Club of RVA, Excellence in creativity
Best Costume (as Freddie Mercury), BC Halloween
- 2017 AAF NSAC, Best Plans Book
U of SC, Outstanding Creative Student
U of SC, Budweiser Scholarship

STRENGTHS

- Concept Development
- Branding & logo Design
- Video Editing
- Choreographing Type (animation)
- Picking things up quickly such as a new program or a Starbucks mobile order.
- Making mole hills out of mountains.

TOOLBOX



**DAVID
LIGON**

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