

01

MCKENNA
Design Portfolio
C. POE

VERSION 3.0 - 2021



MCKENNA C. POE

Creative Professional

HEY Y'ALL, I'M MCKENNA

Born and raised in Louisville, Kentucky, I started my artistic career as a theatre performer, but as my curiosity for the arts grew, I started to branch out in every direction picking up design, photography, and film production.

I am now located in New York City, chasing my dreams in the real world, and earning my BBA at Parsons School of Design.

EDUCATION

HIGH SCHOOL

Louisville Collegiate School, 2015

Graduated with a 3.8 GPA

Brown University Book Award

COLLEGE

Parsons School of Design, 2019-Present

BA in Strategic Design and Management

Expected Graduation December 2021

Marymount Manhattan College

BA in Musical Theatre (2 years of 4 year degree)

WORK EXPERIENCE

04

01

FREELANCE DESIGN AND DIGITAL MARKETING

- Photograph products, people, nature
- Website and logo design
- Develop Social media marketing design
- Produce media reels and portfolios
- Consult and produce PR profiles and advertising pieces
- Clients can be disclosed as references

02

GRAPHIC ARTIST (CREDITED) & SET DESIGN ON FEATURE FILMS

- Design and produce all graphics including labels, posters, logos
- Research and clear titles, photos, etc. for usage
- Source objects needed for Art Department including stock images, set pieces, props
- Worked directly under Art Director and Set Designer
- Promoted from Assistant to Graphic Artist; given set to design, direct, and produce
- Clients include Mangano Movies & Media, Unbridled Films, *Don't Tell a Soul*, *What We Do Next*
- *DON'T TELL A SOUL* acquired by Saban Entertainment and Universal Pictures International for worldwide distribution and is an Official Selection at Tribeca Film Festival (NYC) and Deauville American Film Festival (France)

03

PERSONAL ASSISTANT TO THE CHAIR OF THE KY FILM COMMISSION; UNBRIDLED FILMS LLC

- Design and lay out Investor Packets
- Administrative duties
- Develop logo, website, business cards and social media presence
- Communicate with high-level professionals including agents, actors, executives, and crew

SKILLS AND ABILITIES

- Proficient in Adobe Software: Photoshop, InDesign, Illustrator, Lightroom, Premiere Pro, Etc.
- Works quickly and can meet deadlines with time to spare
- Can easily self-educate when presented with new tasks or information
- Skilled with a great eye for color and layout, keeping up with current trends
- Easily adaptable and takes notes well

NOTABLE PROJECTS





SOBAR FESTIVAL

A marketing package for the fictitious "SoBar Festival" to educate college students about the damaging effects of binge drinking culture. The items included a poster series, retail or "swag" items, and a fully established logo and color palette.

Don't
Drink to
Drown



stop drowning in binge drinking culture. let us show you how to swim.



PHOTOGRAPHY FOR ON-RETAINER CLIENTS



CLIENT I

Photography of her choreographic and directing work for her own portfolio and advertising





CLIENT 2

Photography of their bar holdings:
food and drinks, private events,
and holiday decor

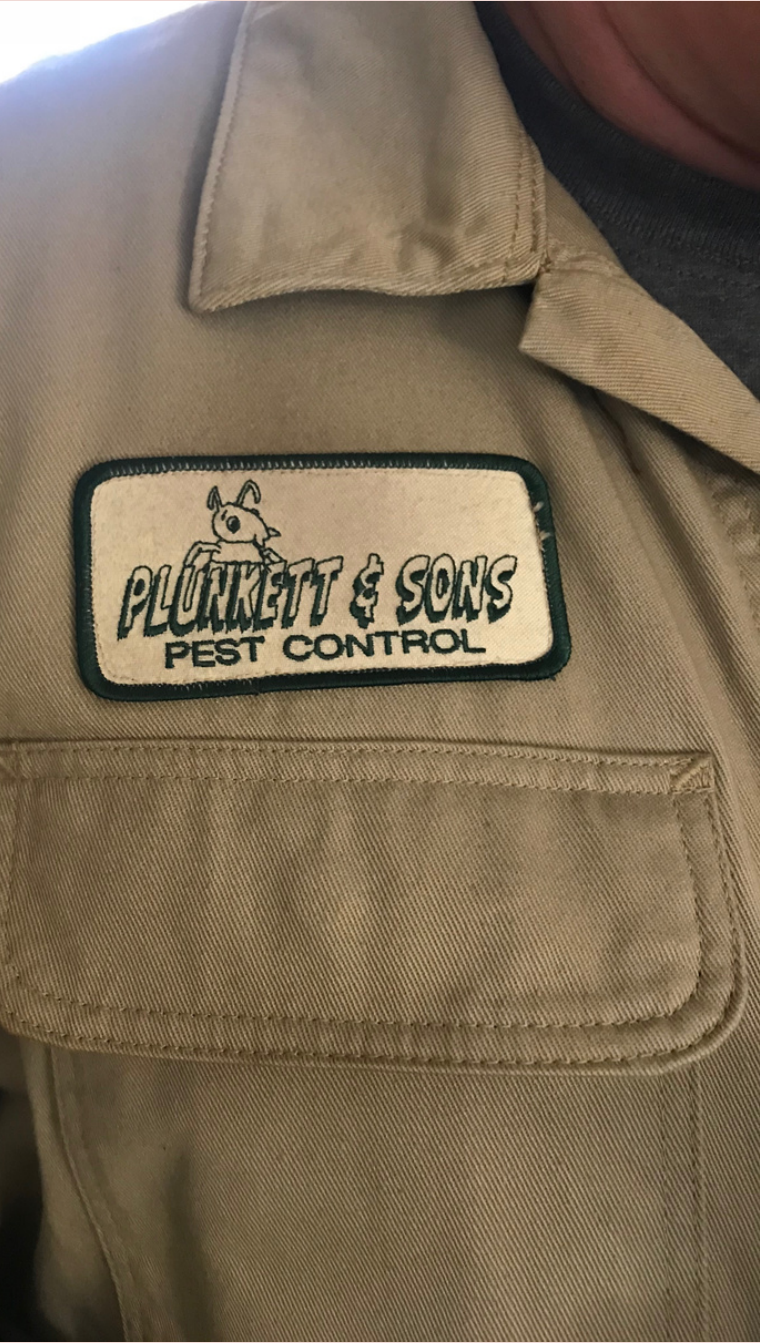




FILM

"DON'T TELL A SOUL"

Graphics for all "fake" items; where production could not use an established brand or logo. This includes food, companies, and worn graphics. The film made its premiere as part of the 2020 Tribeca Film Festival and will make its international premiere at The Deauville American Film Festival in France. View the film now on Amazon Prime!



Within this specific field, "hand props" - or things the actors handle on screen - must look authentic at a glance and be made at a moments notice, like the food and medicine labels. Other props, like posters, serve as set dressing to give you more info on a character.



FILM WORK

04

YOU CAN ACCESS MY FILM CATALOG AT
www.mcppphoto.com/video

PLANNED PARENTHOOD PSA

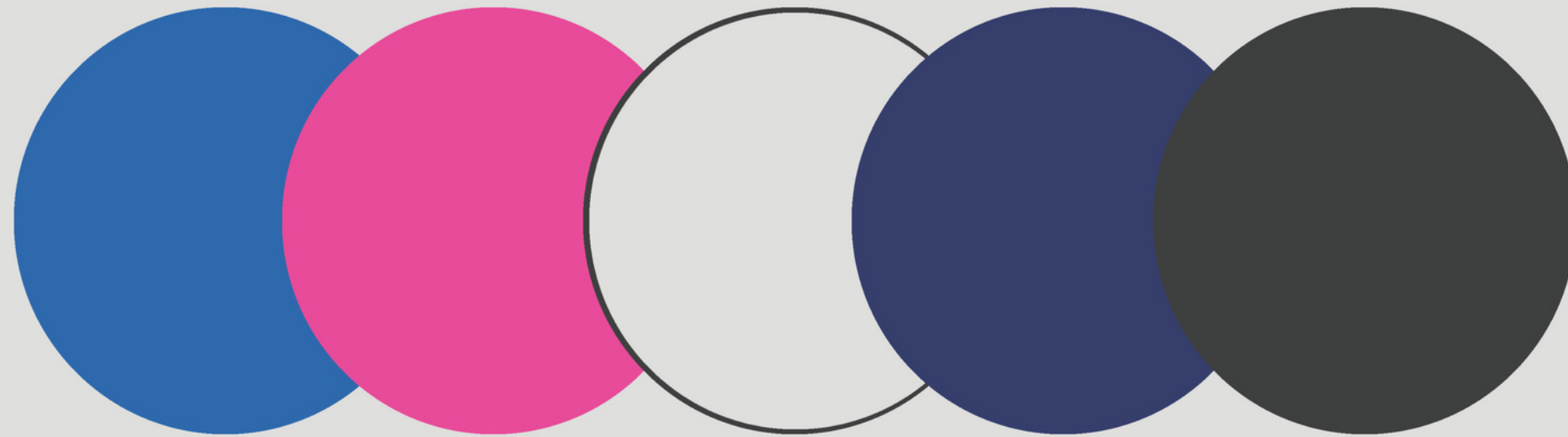
A PSA created in an educational setting as an example of an animated PSA. NOT created with Planned Parenthood.

<https://vimeo.com/379164658>

**6 in 10 women consider
Planned Parenthood
to be their main resource for
primary and preventative care**



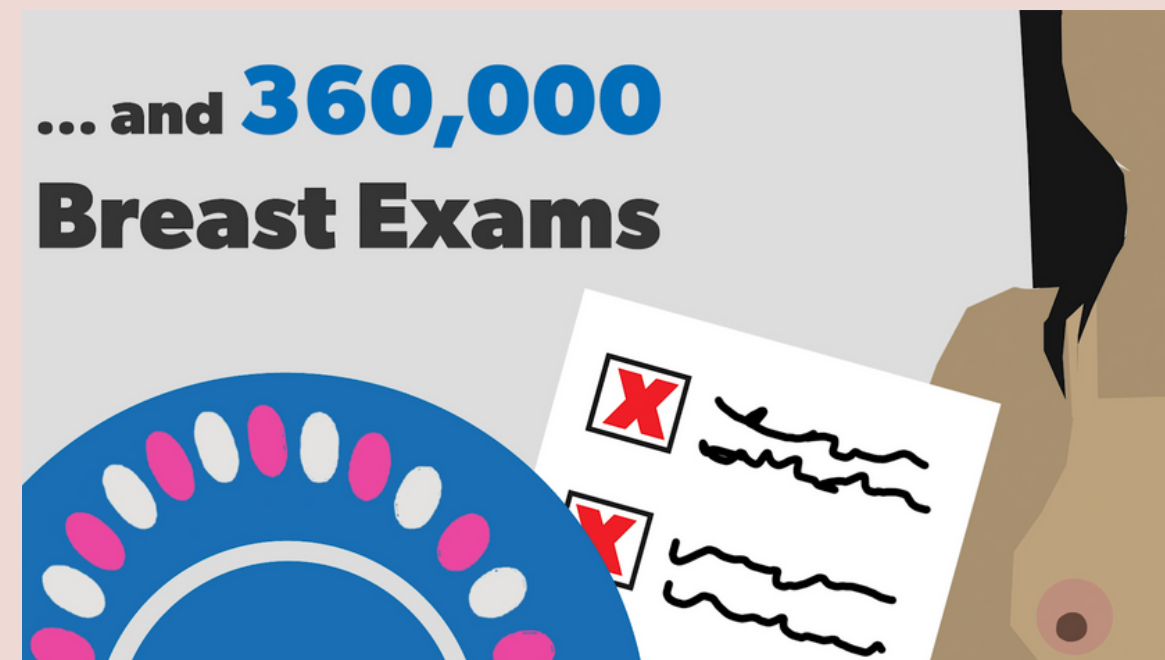
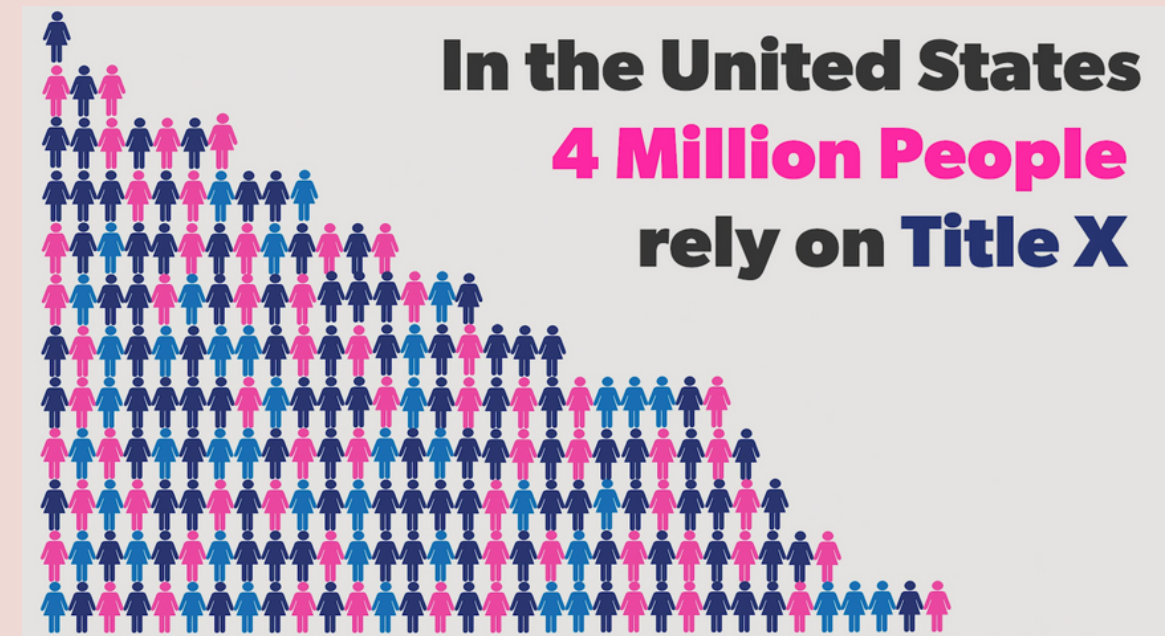
Planned Parenthood: Style Guide



Title Text: Gibson Bold

Sub-Text: Brandon Grotesque Bold

 **Planned
Parenthood : Hackman Extra Bold**



Something New?
coming for the holidays...

"COLOURPOP" BRAND EXTENSION

A fictitious brand extension proposal for a boutique makeup brand located in the US. I proposed a launch of a custom makeup subscription service based on numbers and recommended celebrity partnerships to enhance the publicity. Full presentation available upon request.



ColourPop is a cosmetics brand based in Los Angeles, California. Founded in 2014 by siblings Laura and John Nelson, they are known for their affordable pricing and fun collaborations based on current trends in fashion and social media.




COLOURPOP

- 7.73 M Web-Visits in October 2019
- 14.4% of All Online Beauty Traffic
- Reaches USA, Canada, Australia, UK and China
- \$4 M Annual Revenue
- Fully Online Retail Space
- Well Versed in the Power of the Influencer - 8.8M Insta Followers

COLOURPOP Monthly

TELL US ABOUT YOU!
SKIN TONE

Don't Know your shade? 
[Find it here!](#)

WHO ARE YOU?



ALLERGIES?

OTHER:





SOCIAL MEDIA WORK



In this age where social media means everything, I am prepared to represent my clients in a way that is both appealing to their demographic but also true to their own voice. The most important thing to me is that an original voice is captured in the social presence to create a real and lasting connection with a specific audience. Please contact me for references and examples!

LET'S WORK TOGETHER!

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