



Colby Teixeira

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The University of North Carolina at Chapel Hill

UNC Hussman School of Journalism and Media
UNC Kenan-Flagler Business School
Lookout Fellowship | Edmund B. Ross III Merit

August 2020 to May 2024
Advertising and Public Relations
Business Administration
Hussman School | Business School Prestigious Scholarships

TBWA/Chiat/Day – New York City, NY

June 2024 / Present

Art Director and Innovation Resident

- One of the first hires for TBWA's new social-first unit "FEED", where we created high-impact campaigns across our marquee portfolios – Hilton, Nissan, Carnival and Apple. Placed here after acceptance into the highly competitive "YoungBloods" residency program.
- Created content for Hilton's newest brand platform – "It Matters Where You Stay" for Hilton's 2.5M+ follower pages on TikTok and Instagram. From brief to production sets, we sold in work during our first 2 months for Tru by Hilton seasonal offerings – where I also illustrated 40+ icons to be used across print and digital. Following this, we quickly completed 2 campaigns for Hilton's B2B arm.
- Collaborating closely on a strike force with executives and the boarder Omnicom Advertising Group to create tools via Open AI's GPT for Enterprise, including brand-specific LLM models and a first-of-its-kind AI-powered social audit system for Hilton and other clients.
- Our AI social audit tools scrapped 1.5k+ media assets, comments, and context (image-to-text prompt engineering) across Instagram, TikTok, and X – accomplishing in 2 weeks a quantitative and qualitative analysis that took other offices months. These findings are being used to construct Hilton's 2025 social strategy, and these tools are being implemented on leading accounts such as Carnival and Philips.
- Collaborated on high-profile Apple briefs with Media Arts Lab for the launch of Apple's new Apple Intelligence features on iOS 18.
- Authored luxury hospitality landscape report for Hilton's Waldorf Astoria, arming executives across strategy and creative with actionable and competitive material for the 2025 Waldorf Pitch. In three weeks, we gathered 50 interviews, with conversations ranging from General Managers to guests and B2B partners. This research cost us \$600, yet was comparable to previous work by research firm Nonfiction.
- Assisted in the development of Home2's official sponsorship of PetCon 2024, building full-stack activations at low costs in tight timelines.

BBDO Worldwide – New York City, NY

May 2023 / September 2023

Art Director Intern

- Created three months of social calendars for Bacardi and Bombay Gin, alongside delivering over 80+ branded assets across digital channels, supporting the Dos Equis "Raise One with a Real One" campaign.
- Collaborated on the art direction and production of interactive digital media for Meta's Asgard's Wrath 2 game, contributing to banners and short-form videos that reinforced Meta's brand positioning in gaming and interactive media.
- Created a full-stack campaign for Macy's targeting Gen Z, combining art direction, strategy and business learning into a cohesive campaign that advanced to executives in the final competition for our program.

Franklin Street Market – Chapel Hill, NC

May 2022 / May 2024

Co-Founder

- Established and spearheaded Franklin Street Market, driving the brand, business, and creative direction as a founder.
- Lead for event management with our inaugural "FSM Fest," generating over \$90,000 in total revenues, winning +\$45,000 in sponsors, and attracting 3,500+ attendees. We hosted 3 of these festivals, and collaborated closely with UNC's event board to build out their annual festival.
- Led team in the conception, development, and execution of comprehensive full-stack marketing campaigns which earned over 300,000 impressions, ensuring cohesive branding and effective audience engagement across all channels across platforms like TikTok and Instagram.
- Created and sold out 7 collections of merchandise over 2 years, generating \$10,000 in sales. Involved in each project from conception to completion.

Hand Over Fist (Freelance) – Chapel Hill, NC

September 2023 / March 2024

Founder

- Founded my own freelance agency my senior year of college, where I won clients across industries, from fintech start-ups to global nuclear energy companies. Worked with a total of 7 clients in half a year, with projects ranging from art direction to copywriting, AI training, and market research.

GLOBAL WORK

Thailand Sustainability and Ecotourism Immersion Program

October 2023 / January 2024

Kenan Flagler ESG Business Development Consultant/Study

- Engaged in a comprehensive consultancy with Thai businesses across sectors, evaluating and advising on actionable sustainability practices.

TECHNICAL SKILLS

Art Direction: After Effects, Photoshop, Illustrator, Firefly and the entire Adobe Creative Cloud. Proficient in Adobe XD, Figma. Mastered Procreate, adept with other illustrative and generative software such as RunwayAI. Traditional art, design, and animation training.

AI/ML Expertise: Prompt engineering for generative AI, ability to train custom LLM models, especially those via OpenAI. Able to skillfully leverage and integrate these technologies as TOOLS. Experienced in teaching team members how to leverage these systems.

Programming: CSS, HTML, Python, JavaScript and Excel.

Soft Skills: I can speak to ideas big and small with ease and comfort. Quick to a joke and quicker to a deadline. Nice guy, hard worker, good teammate.