

WORK EXPERIENCE

Momentum Worldwide – Art Director

2021 – Present
New York, NY

- Work on developing creative concepts for dynamic experiential activations
- Develop digital social campaigns across various platforms
- Conceptualize and design social media assets tailored to current trends and platform-specific engagement metrics
- Conduct client presentations and pitch meetings, effectively communicating creative visions and graphic design strategies
- Contribute to the direction of content shoots and the production of sizzle reels, social media content, and award show submissions
- Clients include: Walmart, American Express, Sam's Club, Coca Cola, Prada, Netflix, Hilton, Verizon, Buldak

Momentum Worldwide – Creative Assistant

- Primarily supported the Executive Creative Director for New York
- Assisted in managing the creative award shows submissions and tracking
- Contributed with creative concepts and art direction work for clients such as American Express, Impossible, Patron, as well as new business pitches and internal work

EDUCATION

Georgia Institute of Technology – B.S. in Literature, Media & Communication

2018 - 2021
Atlanta, GA

- Concentration in Design and Communication
- Graduated with High Honors, finishing with a 3.54 GPA
- Dean's List for Fall 2019, Spring 2020 and Fall 2020

Harrisburg Institute of Technology – M.S. in Project Management

2022 - 2024
Harrisburg, PA &
New York, NY

- Explored the use of Project Management within creative projects
- Graduated with Honors, finishing with a 3.6 GPA

Parsons Graphic Design Summer Program

2019
New York, NY

- Studied for 3 weeks at Parsons' Summer Intensive Program while enrolled in the Graphic Design Level II course
- Deepened my knowledge in Illustrator, InDesign and Photoshop

SKILLS

English - fluent
Portuguese - fluent
Spanish - proficient
French - intermediate

TOOLS

Photoshop Microsoft Package
Illustrator Adobe Premiere Pro
InDesign Sketch Up
Lightroom Figma

PORTFOLIO & CONTACT

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