



Miami, FL

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## PROFILE

Internationalist and Political Scientist gone rouge to follow my passion in the world of creativity.

Successfully shattered my comfort zone as a student at Miami Ad School.

Currently an Art Director.

## SKILLS

SPANISH

ITALIAN

SALESFORCE

MICROSOFT OFFICE

ILLUSTRATOR

PHOTOSHOP

AFTER EFFECTS

# GLORIA MARTINEZ

ART DIRECTOR

## EXPERIENCE

July 2021 - Present

**JR ART DIRECTOR** - ALMA - MIAMI, FL

Develop creative ideas and concepts in partnership with a Copywriter.

Create and implement the visual design components of an advertising campaign.

Produce designs and illustrations for a campaign to reflect the client's needs and target audience.

Work across all advertising platforms from TV commercials, digital campaigns, radio, or print advertisements.

Currently working on brands like McDonald's, Miller Lite, and Tobacco Free Florida.

Jan. 2021 - June 2021

**CREATIVE INTERN** - ALMA - MIAMI, FL

Create campaigns and assets for brands like Coors Lights, McDonald's, and Tobacco Free Florida.

2016 - 2019

**REGIONAL TRADE REP.** - PROCOLOMBIA - CHICAGO, IL

Manage and assist US companies in the Midwest and Northeast interested in Colombian products, as well as Colombian companies interested in selling in the American market.

Wrote copy for various event invitations and company presentations.

2014 - 2016

**TRADE ADVISOR** - PROCOLOMBIA - MIAMI, FL

Manage and assist US companies in Florida interested in Colombian products, as well as Colombian companies interested in selling in the American market.

## EDUCATION

2019 - 2021

**ART DIRECTION** - MIAMI AD SCHOOL - MIAMI, FL

Portfolio Program in Art Direction.

2013 - 2015

**B.A. COMMUNICATION ARTS** - FIU - MIAMI, FL

Organizational Communications track.

Emphasis on culture and diversity.

Magna Cum Laude.

2010 - 2012

**B.A. INTERNATIONAL AFFAIRS** - FSU - TALLAHASSEE, FL

Double major in Political Science.

Emphasis on Communications and Latin American Studies.

Minor in Italian.

## INTERESTS



BAKING



PHOTOGRAPHY



READING



DISNEY



TRUE CRIME