

Monica Ortiz

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Summary

Creative Advertising Designer with experience in brand design, brand development, and project management. Seeking a challenging entry-level position with aspiration to become a Creative Director.

Education

The Art Institute of California–San Francisco

Bachelor of Science in Advertising, March 2008

- Best Portfolio in Advertising Award

Skills

- *Software Skills:* Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, Final Cut Pro, Microsoft Office, MAC/PC
- *Linguistic Skills:* Fluent in Spanish and English

Related Experience

Art Director–TOYOTA CAMRY HYBRID CAMPAIGN–The Art Institute of California–San Francisco

January 2007–March 2007

Directed Toyota print and outdoor campaign and managed group during the creative process

- *Target Market:* Career women, 27 to 40 years of age, who have considered purchasing a Hybrid car
- *Message:* “Environmentally Stylish”
- *Creative Process:* Created concepts using Illustrator, Photoshop and illustrations by Ruben Toledo
- *Execution:* Print ads for magazines, bus shelters and billboards

Experience

Freelance Studio Manager Assistant–THE BLACKWELL FILES CASTING AGENCY–San Francisco, CA

April 2008–Present

Assisting Studio Manager and Casting Coordinator with casting talent, photographing, and data entry

- Collecting and organizing talent for Vale photo shoot
- Conducting follow-up calls with talent for Wells Fargo, Del Monte Foods, and Visa photo shoots
- Acquiring knowledge and conducting proper casting photographing
- Cataloging current and new talent in The Blackwell Files database
- *Clients:* Vale, Wells Fargo, Del Monte Foods, Visa

Freelance Advertising Designer–THE CHARLES M. HOLMES CAMPUS OF THE CENTER–San Francisco, CA

April 2008–Present

Develop identity and branding for the Economic Department within The Center Organization

- Design pamphlets, postcards, and collaborate in website design
- Assist in copywriting for pamphlets, postcards, and website
- Facilitate during research and concept process

Freelance Advertising Designer–J.S. GILBERT VOICES–San Francisco, CA

March 2008–Present

Collaborate with J.S. Gilbert to create identity and branding for upcoming HeadThinker.com website

- Create branding and design identity logo for HeadThinker.com

Account Assistant Intern–THE VOX COLLECTIVE ADVERTISING AGENCY–San Francisco, CA

January 2006–October 2006

Assisted Brand Strategist and Account Assistant with multiple projects that ranged from account management to creative services. Learned production process and worked under real time deadlines

- Tracked new business industry alerts for Macy’s and Fifth Third Bank
- Formulated point of view write-ups for Macy’s
- Interviewed The New Latina Star for June–July Macy’s Newsletter
- Developed branding boards to their perspective industries
- Conceptualized for new business events
- *Clients:* Macy’s, Fifth Third Bank

