

JULIANA ROCHA

Art Director

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Experience

adfellows 5.0 | Aug 2021 - May 2022

Advertising Fellowship: immersive 8-month rotational program that provides participants from diverse backgrounds with marketing & advertising experience on the client & agency side.

Petco Love - adfellows Fellowship | Jan 2022 - Mar 2022

Art Director

Campaign: National Foster a Pet Month

- Led concepting & creative direction for National Foster a Pet Month; an integrated campaign leveraging 4,000 animal welfare partners to motivate their communities to foster
- Ideate innovative activations to increase campaign engagement involving sponsors Bobs by Skechers & Ben & Jerrys

R/GA - adfellows Fellowship | Oct 2021 - Dec 2021

Art Director

Clients: Verizon Super Bowl

- Understanding how to jump into a fast-paced work flow & collaborate with all senior leadership through daily concepting cycles at various levels of digital activation that would demonstrate product's complex 5G technology
- Leveraged Twitter, Instagram, & platform influencers to create interactive experiences to increase organic share
- Designed digital systems for social media & influencer campaign

Banza | Mar 2021 - Sept 2021

Art Director - Freelance

- Developed concept for influencer-based campaign to launch two new product lines; Collaborated, directed, & provided feedback to designers on quality of assets, & presented final pitch
- Art directed look & feel of campaign: iconography, packaging design & social media content including motion graphics

Sony Pictures | Feb 2019 - Oct 2020

Content Strategist

Clients: Amazon Video, Netflix, Disney, Warner, Telemundo/NBC

- Leveraged analytics & market intelligence tools to pinpoint gaps & deliver content driven suggestions for business development opportunities
- Analyzed performance data of proprietary content within three different markets & reported to senior management

Education

Miami Ad School | 2021

Art Direction

University of Florida | 2018

B.A. in Business Administration

Minor: Mass Communication

Universitat Pompeu Fabra - ESCI | 2018

Certificate: Int. Marketing & Negotiation

Skills

Spanish (native)



Photoshop



Illustrator



Premiere Pro



After Effects



Procreate



InDesign



Figma



Honors & Awards

Silver Clio Sports Award | 2021

Student Experiential

KFC - A Taste for Tears

Bronze Atlanta ADDY Award | 2022

Student Integrated Campaign

Zico Coconut Water - Not Up for Debate

Minority Advertising Scholarship | 2020

Miami Ad School

Adolph Wohlgenuth Scholarship | 2018

University of Florida