

JULIANA ROCHA

(954) 260 5766 | rocha.juliana95@gmail.com | www.julirocha.com | www.linkedin.com/in/rocha-juliana/

EXPERIENCE

EssenceMediacom | Jun 2022 - Present (2024)

Senior Art Director

Clients: Shell x Fortnite, eBay x Vogue, adidas

- Led creative concept & game development for 'The Ultimate Roadtrips'; an integrated campaign to stir excitement for Shell's newest product and infuse a century-old energy company with an emotionally resonant appeal by leveraging our audience's deep connection with the gaming community.
- Collaborated with Twitch to amplify campaign through innovative live-stream dynamics which promoted UGC.
- Developed innovative integration at TwitchCon 2023, bridging the real and virtual world for the gaming community.

Petco Love | Jan 2022 - Mar 2022

Art Director - Contract

Campaign: National Foster a Pet Month

- Led concepting and creative direction for National Foster a Pet Month; an integrated campaign leveraging 4,000 animal welfare partners (AWO) to motivate their communities to specifically foster.

R/GA | Oct 2021 - Jan 2022

Art Director - Contract

Client: Verizon Super Bowl Digital Activation

- Participated in the concepting of integrated digital activation to demonstrate the product's complex 5G technology.
- Collaborated with cross-functional teams including strategy, creative, product, and research, managing multiple projects and presenting creative concepts to senior leadership.

American Express | Aug 2021 - Oct 2021

Creative Strategist - Contract

Client: AMEX Shop Small

- Developed strategic direction for the 'The Artist Series,' a collaboration with 3 multicultural artists, to promote greater inclusivity in the spaces where card members and merchants meet. Each artist designed new signage for business owners to proudly display so that customers from all backgrounds know they are welcome.
- Briefed internal teams, media agency, and merchants on high-concept idea to ensure execution consistency throughout the different markets.

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.

SKILLS

Spanish (native)	Illustrator	After Effects	InDesign	Unreal Engine
Photoshop	Premiere Pro	Procreate	Midjourney (AI)	Figma

EDUCATION

Miami Ad School | San Francisco, CA
2021 Art Direction

University of Florida | Gainesvilles, FL
2018 B.A. in Business Administration
Minor: Mass Communication

Universitat Pompeu Fabra - ESCI | Barcelona, Spain
2018 Certificate: International Marketing & Negotiation

HONORS & AWARDS

- Gold ANA Reggie** | 2024
- Gold ADDY Award** | 2024
- Gold Digiday Award** | 2024
- Shortlist The One Show** | 2024
- Shortlist Webbys** | 2024
- Bronze Shorty Awards** | 2024
- Finalist Shorty Awards** | 2024
- Silver Clio Sports Award** | 2021
- Merit One Show** | 2022