

JULIANA ROCHA

ART DIRECTOR

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EDUCATION

Miami Ad School

San Francisco, CA

2021 Art Direction

University of Florida

Gainesville, FL

2018 B.A. in Business Administration

Minor: Mass Communication

Universitat Pompeu Fabra - ESCI

Barcelona, Spain

2018 Certificate: International

Marketing & Negotiation

SKILLS

Spanish (native)

Photoshop

Illustrator

Premiere Pro

After Effects

Procreate

InDesign

Figma

EXPERIENCE

EssenceMediacom | Jun 2022 - Present

Art Director

Clients: eBay x Vogue, Shell x Fortnite

adfellows 5.0 | Aug 2021 - May 2022

Immersive rotational program that provides participants from diverse backgrounds with advertising freelance projects on the client & agency side.

- **R/GA - Art Director**

Client: Verizon Super Bowl

- **Civic - Art Director**

Clients: Jägermeister, Instagram, Shutterstock

- **Petco Love - Art Director**

Campaign: National Foster a Pet Month

Banza | Mar 2021 - Present

Art Director - Freelance

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

HONORS & AWARDS

Gold ANA Reggie | 2024

Gold ADDY Award | 2024

Shortlist The One Show | 2024

Shortlist Webbys | 2024

Shortlist Shorty Awards | 2024

Shortlist Shorty Awards | 2021

Silver Clio Sports Award | 2021

Merit Young Ones/One Show | 2022

Shortlist Young Ones/One Show | 2022

Shortlist Young Ones/One Show | 2022

Shortlist Young Ones/One Show | 2022

Bronze Atlanta ADDY Award | 2022