

SENIOR ART DIRECTOR

CAMILA WITT

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EXPERIENCE

MAY 2023 - Present

Senior Art Director | **21GRAMS**

- Spearheaded end-to-end campaigns, orchestrating strategic brainstorming to creative executions for television, print, digital, and social media platforms.
- Played a pivotal role in multiple creative pitches, resulting in the acquisition of new business for the company.
- Designed and art directed visual identities for renowned **health** brands, elevating their market presence.

JUN 2022 - MAR 2023

Art Director | **SIDLEE**

- Directed and crafted compelling social media activations for Dos Equis, contributing to increased brand engagement, reach and visibility.
- Participated in vorous conceptual projects accross the agency.

JUN 2019 - SEP 2022

Art Director | **WALTON ISAACSON**

- Led the direction of multicultural campaigns, steering the process from strategic brainstorming to creative executions for television, print, digital, and social media.
- Played a key role in securing new business through successful participation in creative pitches.
- Designed and art directed distinctive visual identities, enhancing the brand image for recognized clients.

JAN 2019 - MAY 2019

Art Direction Intern | **RPA**

- Created impactful social media, digital, and print art for major clients including Honda, Farmers Insurance, and Arco Gasoline, collaborating under the guidance of creative directors.
- Contributed to the development of concepts for a social media pitch, showcasing creativity and innovation

EDUCATION

2018

BFA ADVERTISING

Savannah College of Art and Design

2020

CERTIFICATE

4A's Institute of Advanced Advertising Studies

HONORS

The Brief Cannes/ Shortlisted
Walton Isaacson Creator of the Year
Design Dean list
Achievement scholarship
Honor scholarship
Academic Honor scholarship

TOOLS / SKILLS

Photoshop
Illustrator
Indesign
After Effects
Figma

English proficient
Spanish proficient
Visual Storytelling
Conceptual Creativity
Cross-Functional
Creative Pitching
Cultural Awareness

BRANDS

