

# JELLY MARA SIGAN

**JELLY MARASIGAN**  
art director

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## EXPERIENCE

<b>SPANISH MARIE BREWERY</b> <b>ART DIRECTOR</b> Miami, FL ✦ Jul 2023 → Present	Leads with a keen sense of social listening and cultural trend research to inspire and guide the art direction for future beer releases and marketing schedule. Seamlessly blends digital and handmade processes to create captivating packaging, digital and print marketing materials, and event experiences that resonate with our ever-growing local and national audiences.
<b>GUT</b> <b>ART DIRECTOR</b> Miami, FL ✦ Jan 2022 → Nov 2022	Worked collaboratively with creative team to ideate and develop original, persuasive, and conceptually compelling work for campaigns, content, and experiences, across a variety of clients.  Led multiple production shoots and recordings through planning, styling, casting, on-set art direction, retouching, editing, and deployment of campaign assets across all brand touchpoints.  <i>Clients: POPEYES, ACTIVISION, STELLA ARTOIS</i>
<b>GREY</b> <b>ART DIRECTOR</b> Cincinnati, OH ✦ Oct 2020 → Oct 2021	Created unique and engaging eCommerce and digital marketing campaigns for P&G's evergreen and new product launch needs, ensuring all work meets the highest standards of quality and strategic thinking.  <i>Clients: FEBREZE, PANTENE, ALWAYS, GILLETTE VENUS</i>

## EDUCATION

<b>MIAMI AD SCHOOL</b> Miami, FL ✦	Portfolio Diploma. Courses include conceptual thinking, idea presentation, digital imaging, social media, UX, typography, and video storytelling.
<b>FLORIDA INTERNATIONAL UNIVERSITY</b> ✦ Miami, FL	Summa Cum Laude. BA Communication Arts with focus on Visual Arts. Minor in Art History. Certificate in German Language & Culture.

## SKILLS

<b>Artistic Vision:</b> A deep appreciation for craft and the ability to infuse passion into every project.	<b>Photoshop</b>
<b>Technical Proficiency:</b> Possesses graphic design expertise, including typography, social media best practices, color theory, and composition	<b>Illustrator</b>
<b>Adaptability:</b> Thrives in a fast-paced environment and skilled in navigating ever-changing client demands with flexibility and precision	<b>InDesign</b>
<b>Trend Savvy:</b> A proactive knack for identifying emerging trends and an ability to translate them into captivating designs.	<b>After Effects</b>
<b>Collaborative Approach:</b> Embraces a collaborative mindset, excelling in clear communication, efficient time management, and fostering transparency to enhance teamwork.	<b>Figma</b>
	<b>Blender</b>

## AWARDS

D&AD New Blood 2020: Wood	Creative Int'l Awards: Bronze
The One Club Creative Bootcamp 2019: Third Place	Indoor Recess 2020: Judges' Pick, Client Pick, Best Creative

