

Jelly Marasigan

Art Director

4 years of experience working in top advertising agencies bringing strong creative concepiing skills and a proven ability to develop eye-catching visuals.

Contacts

★ jellymarasigan.com

✉ jellyamarasigan@gmail.com

in [linkedin.com/in/jellymarasigan](https://www.linkedin.com/in/jellymarasigan)

☎ +1 786-661-6503

Skills

Conceptualization
Production
Traditional media
Digital and social media
Photography
Branding and layout
Storytelling and presentation
Collaboration and leadership
Communication
Time management
Adaptability
Critical thinking

Tools

Adobe Photoshop, Illustrator, Indesign,
After Effects, Premiere, Figma, Blender

Spanish Marie Brewery

Freelance Art Director/Designer, Jan 2023 – Feb 2024

Lead with a keen sense of cultural trend research to inspire and guide the art direction for beer releases and marketing schedule. Seamlessly blended digital & handmade processes to create captivating packaging, digital marketing materials, and event experiences that resonated with our national and local audiences.

GUT Miami

Art Director, Jan – Dec 2023

Worked collaboratively 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.

Clients: POPEYES, ACTIVISION, STELLA ARTOIS

GREY Midwest

Designer, 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.

Clients: FEBREZE, PANTENE, ALWAYS, GILLETTE VENUS

DAVID Miami

Creative Intern, Sep 2019 – Mar 2020

Worked at a top agency alongside a copywriter to visualize new concepts and ideas. Supported creative team to deliver rapid comps and deck building, ensuring that the visual identity adheres to brand's guidelines.

Clients: BURGER KING, BUDWEISER, HALLS US+GLOBAL

Education & Learning

Miami Ad School

Advertising Art Direction Portfolio Diploma. Courses include conceptual thinking, idea presentation, digital imaging, social media, UX, typography, & video storytelling.

Florida International University

Summa Cum Laude. BA Communication Arts with focus on Visual Arts. Minor in Art History. Certificate in German Language & Culture.

Sogang University

Immersive Korean language and culture in Seoul