

Amelia Monastra- Gonzalez

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EDUCATION

■
ST. JOHN'S UNIVERSITY
Bachelor of Fine Arts in Graphic Design

SKILLS

■
Digital + Social
Branding & Identity
Concept Development
Content Production
Experiential + Activation Design
Editorial Design
Motion Graphics
Photography

SOFTWARE

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Adobe Photoshop CC
Adobe Illustrator CC
Adobe InDesign CC
Adobe After Effects CC
Adobe Premier Pro
Adobe Acrobat
Google Web Designer
Microsoft Office
Dragonframe

ADDITIONAL EXPERIENCE

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**4A'S MULTICULTURAL
ADVERTISING PROGRAM**
MAIP Coach / April 2018–2022
BBDO'S CONCEPTING CLASS
Art Direction student / Summer 2018

EXPERIENCE

SENIOR ART DIRECTOR

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160over90 / May 2022-current
Clients: Campari (SKYY Vodka, Cabo Wabo Tequila, Russell's Reserve),
Target, Dr. Bombay Ice Cream

Assisted with the social launch campaign promoting SKYY Vodka Espresso Infusions from concept to execution.
Lead junior teams in brainstorming sessions, evaluate creative work, and provide feedback to creatives, fostering a culture of team work and continuous improvement.
Supported a launch campaign for Target store openings in Inglewood, CA and Fordham, NY and designed supportive creative materials for OOH, digital, print and video.

ART DIRECTOR

LIPPE TAYLOR / November 2019-April 2022

Concepted and developed monthly content calendars, planning and activation work for digital and social campaigns. Clients included Godiva, Mentor Breast Implants, One A Day, A+D Ointment, and Aleve.
Brainstormed conceptual directions + executed supportive creative materials for digital + social activations, including new business work.
Led the art direction of productions and content shoots, and worked directly with producers, prop stylists and DP's on set.

ART DIRECTOR

MARINA MAHER COMMUNICATIONS / April 2019-November 2019

Collaborated with creative directors to brainstorm conceptual directions + executed supportive creative materials for digital, social and experiential campaigns and activations. Clients included Gillette Venus, Herbal Essences, and Pantene.

JUNIOR ART DIRECTOR

MARINA MAHER COMMUNICATIONS / June 2017-April 2019

Created social media design and art direction including info and quote graphics, template designs, motion graphics and flatlays. Clients included Gillette Venus, Herbal Essences, Merck Corporate, and Johnson & Johnson.
Concepted and develop monthly content calendars with a team of copywriters, community managers and strategists.
Lead several small design projects from beginning to end, and worked with motion designers, industrial designers, producers and design directors.

MARKETING DESIGNER

STUDIO THEATRE / July 2016- May 2017

Designed ads for web and print, large format posters, brochures, and all other marketing and development collateral.
Developed and created digital designs including HTML5, website content and weekly email blasts that drove brand awareness, engagement and traffic to the website and social media pages.
Concepted and developed monthly social content with community managers for Facebook, Twitter and Instagram.
Produced and edited monthly teasers, trailers, interviews, and motion graphic videos for all upcoming shows.