

Annia Ortega Monegro

Art Director | Creative Strategist | Brand Translator

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PROFESSIONAL SUMMARY

Results-driven Art Director and Creative Strategist with a BFA in Advertising & Branding and an MA in Creative Business Leadership from SCAD. Proven experience in art direction, brand identity development, integrated campaign concepting, and visual storytelling across digital and physical touchpoints. Skilled in translating brand strategy into compelling creative executions. Bilingual (English/Spanish) with a collaborative, deadline-oriented work style and proficiency across the full Adobe Creative Suite, Figma, and AI-assisted design tools.

PROFESSIONAL EXPERIENCE

Art Direction Intern

Panblanco Production- New York, NY (Remote)

Feb. 2026 — Present

- Develop brand identity guidelines and visual asset systems for clients across multiple industries, ensuring consistency across all content touchpoints and deliverables.
- Art direct and design social media templates, campaign assets, and creative content supporting a full-service production pipeline from concept through final posting.
- Collaborate with the production team on video editing projects, aligning visuals and motion graphics with client brand standards and campaign objectives.

Marketing Intern

Boxxie- Atlanta, GA

Agu. 2025 — Jan. 2026

- Contributed to concept development, visual merchandising, and product styling, translating client brand values into cohesive, market-ready creative experiences.
- Supported content creation and photo studio projects, maintaining brand consistency across all creative outputs and client-facing materials.
- Conducted trend research and participated in brainstorming sessions, generating creative insights that informed design direction and campaign concepts.

Strategy Lead

SCADPro x Deloitte: CDC - Atlanta, GA

Mar. 2024 — May. 2024

- Led a cross-functional creative subteam in developing a refreshed social media strategy for the CDC, delivering audience research, creative mockups, and platform-specific engagement plans.
- Co-created a content strategy playbook with Deloitte partners outlining tone, content guidelines, and audience targeting to connect the CDC with Gen Z and emerging demographics, increasing engagement by 10%.

Art Director & Creative Strategist

Freelance- Atlanta, GA

Jul. 2024 — Present

- Developed brand strategies, visual identities, and messaging frameworks for early-stage businesses to position them for competitive market entry.
- Lead creative direction on campaign concepts, ensuring cohesive storytelling and brand alignment across all touchpoints from digital to print.

Part-time Beauty Advisor

Sephora - Atlanta, GA

Aug. 2023 — Present

- Delivered consultative customer service that increased department sales by 20% through personalized product recommendations and client needs assessment.
- Supported cross-functional store teams to maintain a brand-aligned environment, contributing to a 30% customer return and loyalty rate.

EDUCATION

M.A. in Creative Business Leadership

Savannah College of Art and Design, Atlanta, GA
Sep. 2024 – Jun. 2025

B.F.A. in Advertising & Branding (Art Direction)

Savannah College of Art and Design, Atlanta, GA
Sep. 2020 – Jun. 2024

AWARDS

First Place Winner — 2024 Global Wellness Summit Shark Tank

Bond-sai | Team Wellness Product Development & Brand Strategy

SKILLS

TECHNICAL: Art Direction, Brand Identity Development, Integrated Campaign Concepting, Visual Storytelling, Creative Strategy, Graphic Design, Content Development, Social Media Strategy, Visual Merchandising, Photo Art Direction, Motion Graphics Collaboration, Client Presentations, Trend Research, Cross-Functional Collaboration

TOOLS: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Premiere Pro, Adobe AfterEffects, Adobe Firefly, Figma, Canva, Midjourney, Runway, Claude, Microsoft Office: Word, Excel & PowerPoint.

LANGUAGES: English (Fluent), Spanish (Native), and Italian (Intermediate)