

Annia Ortega M.

Art Director | Brand Translator

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EDUCATION

Savannah College of Art and Design (SCAD)
Atlanta, GA Sept.2020 — Jun.2025

- B.F.A in Advertising and Branding
- M.A. in Creative Business Leadership

SKILLS

Professional Skills

- Organization
- Problem-Solving
- Creative Problem Solving
- Resourcefulness
- Adaptability
- Communication
- Teamwork
- Responsibility
- Detail-Oriented
- Project Management
- Client Communication
- Customer Service

Creative & Strategic Skills

- Ad & Branding Design
- Branding & Identity
- Branding Strategy
- Visual Storytelling
- Copywriting
- Art Direction
- Graphic Design
- Advertising Strategy
- Content Development
- Social Media Management

Software Skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere Pro
- Microsoft Word
- Microsoft Excel
- Microsoft Power
- Point
- ChatGPT
- Midjourney
- Runway
- Adobe Firefly
- Figma
- Canva

AWARDS

2024 Global Wellness Summit Shark Tank
First Place Winner — Bond-sai
Team Wellness Product Development

LANGUAGES

- Spanish
- English
- Italian

WORK EXPERIENCE

Panblanco — New York, NY (Remote) Jan. 2025 — Present
Art Direction Intern

- Develop brand identity guidelines and visual assets for clients across multiple industries, ensuring consistency across all content touchpoints.
- Design social media templates and campaign assets, supporting a full-service content pipeline from concept through posting.
- Collaborate on video editing projects to align visuals and motion graphics with client brand standards.

Boxxie — Atlanta, GA Aug. 2025 — Jan.2026
Marketing Intern

- Assisted in concept development, visual merchandising, and product styling to translate client values into cohesive brand experiences.
- Supported content creation and photo studio projects, ensuring brand consistency across creative outputs.
- Contributed to trend research and brainstorming sessions, generating insights to inspire design direction and campaign concepts.

SEPHORA — Atlanta, GA Aug. 2023 — Present
Beauty Advisor

- Delivered personalized customer service by identifying client needs across departments, recommending products, and increasing sales by 20%.
- Supported Operations, Beauty Advisors, and Cashwrap teams to create a welcoming, brand-aligned store experience that encouraged 30% customer return rate and loyalty.

ADDITIONAL EXPERIENCE

SCADPro x Deloitte: CDC — Atlanta, GA Mar. 2024 — May.2024
Strategy Lead

- Led a subteam of 3 in developing a refreshed social media strategy for the CDC, including audience research, creative mockups, and platform-specific engagement plans.
- Co-created a playbook with Deloitte outlining content guidelines, tone, and strategy to help the CDC connect with Gen Z and emerging audiences,

Freelance — Atlanta, GA (Remote) Jul. 2024 — Present
Self-Employed

- Developed brand strategies, visual identities, and messaging frameworks that positioned new businesses for market success.
- Collaborated on campaign concepts and creative direction to ensure cohesive storytelling across all brand touchpoints.