



# Art Director

**Unicorns-** creatives who know they're magical and aren't afraid to show it.

My name is Yeiniz, and yes, I believe in unicorns. I am an Art Director and I love creating media magic.

## Education

- Miami Ad School** 2016  
Art Direction Portfolio
- Florida International University** 2014  
Bachelor in Communications
- New York University** 2013  
Minor Studies in Marketing

## Languages

- Spanish** Native / Bilingual
- English** Bilingual
- French** Limited working

## Skills

- Photoshop
- Illustrator
- InDesign
- After Effects
- HTML

## Interests

- Hot Yoga
- Women UnWined
- Live Accoustic Music
- My grandmother's food

## Experience

- Freelance Social Media & Design** Present  
Plan out how a brand is perceived on social media. Connecting their tribe through engaging content, look and presence.
- Merodea Creative Strategist** 05.18 - 06.18  
Planned out and directed a digital campaign for Century College, a local beauty school.
- Periko & Jessi León Personal Manager** 06.15 - 01.18  
Provide career direction, artist representation, and helping with marketing and sponsorships.
- McCann Worldgroup Spain Agency Lab - Art Director** 04.16 - 06.16  
Assisted Sr. Art Directors and Copywriters with idea creation and campaign building. Also helped with Spanish-English translations.
- Furia World Argentina Agency Lab - Art Director** 01.16 - 03.16  
Assisted Creative Director with concept and content creation, for brands such as Edding, Dr Pepper, Metro PCS, and more.
- Nevarez Communications Assistant Publicist** 02.14 - 05.15  
Managed various accounts in the US Hispanic marketing efforts. Planed and executed media plans and coordinated promotional activities.

## Awards

- Miami Beach Mayor's Medal of Honor** 2017
- Social Media Weak Puerto Rico** 2017
- ADDYS - Silver** 2016

