

# Mariah Colón

Art Director

## Contact

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Mariahcolon.com

## Education

M.A. Advertising, 2020

Texas Creative, Art Direction

The University of Texas

B.A. Communication, 2017

Journalism, New Media

Texas A&M University

## Skills

Adobe

Illustrator

Photoshop

Premiere Pro

Audition

InDesign

Art Direction

Ideation

Photography

Branding

Social Media

Management

Video editing

## Favorites

Band: Arcade Fire

Album: The Suburbs

Movie: Juno

Show: New Girl

Book: Steal Like an Artist

## Work

**Art Director, RPA, June 2021 - Present**

**Art Direction Intern, RPA, Jan 2021 - June 2021**

*Advertising agency in Santa Monica, CA*

- Concepted, pitched, and executed campaigns for a range of clients
- Clients: Honda, Farmers Insurance, Cedars-Sinai, RPA internal

**Art Director/Designer, Immersion, Aug 2018 - Jan 2021**

*Design shop in Austin, TX*

- Design marketing material for local and national clients
- Collateral includes print, social, direct mail, logos, and brand guidelines

**Marketing Coordinator, ProEquity, July 2020 - Jan 2021**

*Asset management company in El Dorado Hills, CA*

- Create leasing material for commercial real estate clients
- Assist marketing director in daily internal marketing operations
- Concepted and art directed company website for 2020 launch

**Art Direction Intern, Partners + Napier, June 2019 - Aug 2019**

*Advertising agency in Rochester, NY*

- Collaborated on ideation and visual aspects of Vine Creative Studios campaigns
- Collateral included print and social work
- Clients: Pacifico, Robert Mondavi Winery, Modelo, and Buffalo Wild Wings

**Digital Art Director, Reverent Media, Jan 2018 - May 2018**

*Production company in Houston, TX*

- Managed and produced all Reverent Media LLC social and blog content
- Concepted and collaborated on the production of wedding planning guides

## Awards

**MAIP Art Direction Fellow, 2019 & 2020**

- Selected in 2019 by Partners + Napier and in 2020 by Adam&EveNYC
- Completed a 22-week fellowship program and a 12-week discipline training
- Led a team that won best campaign during MAIP 2020 for Whataburger

**IMI Fellow, June 2019 - Aug 2019**

- Led a group of undergraduate students in social media strategy and production
- Critiqued designs, blog content, and concepts for the Institute for Media Innovation

## Involvement

**Graphic Communication TA, UT, 2019 - 2020**

**Creative Director, Advertising Graduate Council, 2019 - 2020**

**Chapter Member, AAF, 2016 - 2020**

**Chapter Member, AIGA, 2016 - 2020**

**Radio Host, KANM, 2015 - 2017**