

Mariah Colón

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Mariahcolon.com

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