

Mariah Colón

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ART DIRECTOR M Booth | 2025 - Present

Clients: Amex, Nivea, Rogaine, Lactaid, Rao's, Planet Oat, Heluva Good Dip, New Business

- Built immersive experiential events that increased brand and new product awareness.
- Directed the visual narrative for earned-first campaigns from concept to final delivery.
- Managed the creative on set, during production, and in post-production to bring concepts to life.

ART DIRECTOR Giant Spoon | 2022 - 2024

Clients: Netflix, HBO Max, Lucid Motors, HP, Petco, Ophelia, New Business

- Art directed campaigns for Netflix and HP, earning three Clios and a Shorty Award.
- Led on-set photography and creative direction for Tatcha to elevate brand identity and engagement.
- Built an immersive event at SDCC for The Penguin that dropped fans into Gotham for HBO Max.

ART DIRECTOR RPA | 2021 - 2022

Clients: Honda, Farmers Insurance, Cedars-Sinai, New Business

- Art directed Honda's monthly social calendar, creating concepts that increased engagement.
- Led video and stills shoots for Honda safety, increasing brand love and trust.
- Art directed Farmers Insurance's Policy Perks campaign, making insurance accessible and engaging.

GRAPHIC DESIGNER Immersion | 2018 - 2021

Clients: ProEquity Asset Management, 802NC, Wharton Center, El Paso Medical

- Designed brand identity guidelines, logos, and collateral for clients, often from the ground up.
- Worked cross-functionally with marketing teams and external partners to design B2B assets.
- Collaborated to secure new business, crafting tailored pitches for each prospect.

CREATIVE INTERN Good Agency Co | 2018

Clients: Ventura EMS, Reverent Wedding Films, Natural Relief Medicine

- Developed campaigns, blog content, and logo designs, ensuring consistent brand messaging.
- Wrote blog posts that supported company goals and enhanced audience engagement.

EDUCATION 2014 - 2020

MA Advertising at The University of Texas Austin

BA Communications at Texas A&M University

Available for work in both the United States and the United Kingdom