

Piarc Encina

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Experienced Art Director adept at leading diverse design projects and driving revenue growth, seeks transition into strategic consulting within the art and advertising sector. Skilled in aligning business objectives with creative campaigns, fostering cross-functional collaboration, and meeting tight deadlines. Adaptable to new technologies, fluent in English and Spanish. Eager to leverage leadership, business acumen, and artistic talent in new roles.

SKILLS

- Full Life Cycle Project Management
- Art Direction, digital photography, website design/development, production & post-production
- HTML / CSS, User experience, Adobe Suite, Figma, & Procreate, Google Workspace
- Cost control, budget administration, and team collaboration
- Interactive Concepts
- Social Media Conceptual Content Creator and video storytelling

EDUCATION

Diploma Portfolio Program in Art Direction, GPA: 3.6, Miami Ad School, Miami, FL, 2016

Bachelor Degree in Liberal Arts, Minor in Dietetics & Nutrition, GPA: 3.5, FIU, Miami, FL

EXPERIENCE

Hayworth - Miami, FL/Remote - **Digital Marketing and Design Associate** - 04/2023 to 10/2023

- Roles and responsibilities included the development of branded content, support in development data visualizations and marketing materials, support in identifying key visual communications strategies tailored to specific target audiences.
- With focus on three key roles: development of a sustained email marketing campaign for Hayworth, management of Hayworth's website with timely updates, and development of a suite of graphic design and visual storytelling assets to support the PR and marketing needs of growing roster of art and design clients.

Visual Goodness - Miami, FL /Remote - **Art Director** - 4/2022 to 12/2022

- Led the design team in planning, conceptualizing, and executing creative projects spanning animation, design, and illustration for clients like Adagene, Ascendis, Clear Labs, Amobee, and internal Agency Marketing.
- Directed talent and team members, overseeing production animators, designers, UX/UI specialists, and illustrators.
- Leveraged robust visual design, animation, motion graphics, and creative skills to produce scalable solutions, including storyboarding, character development, and animation.
- Proficient in Adobe Creative Cloud tools (InDesign, Photoshop, Illustrator, Animate, Premiere/After Effects), Figma, and Google Suite. Managed projects using Asana for project management and Harvest for time tracking.

Green Buzz Agency - Alexandria, VA - **Art Director** - 4/2019 to 12/2021

- Collaborated in producing projects for diverse clients at Green Buzz Agency, including Lockheed Martin, AARP, Axios, Pfizer, and Gold Toe, managing tasks from inception to completion.
- Conducted casting research, generated creative concepts and strategies, pitched ideas to clients, and contributed as Art Director/Set Designer during shoots.
- Facilitated hiring of external crew, particularly motion graphic designers and production teams.

- Developed budgets for projects of varying scopes and collaborated with Editors, Producers, and Motion Graphic Designers in post-production to ensure alignment with branding and client feedback.

Samba Rock Ad - Miami, FL - **Art Director** - 7/2017 to 04/2019

- Translated client messages into strategic and compelling artistic strategies aligned with their vision.
- Led teams through all stages of visual presentations to ensure sales success and maximum client satisfaction.
- Produced highly effective e-commerce and marketing collateral for Conchita Foods, Grendene Shoes, and Iberia products utilizing photographs, art, and other essential design elements.

Wongdoody – Los Angeles, CA - **Art Direction Intern** - 9/2016 to 3/2017

- Translated complex information into accessible designs and content for VCA Care Club, Amazon, Cedar Sinai, Houston Methods, and Tinder.
- Created engaging and dynamic materials encompassing all visual aspects of print, digital, and social campaigns.
- Developed an intern program podcast titled "Howdy Doody," focusing on insights and tips for breaking into the Advertising world.

Vice Media – Miami, FL - **Art Direction Intern** - 6/2016 to 9/2016

- Spearheaded the creation of 360° campaigns emphasizing content and storytelling, fostering a comprehensive brand experience.
- Enhanced understanding of international brand work, contributing to establishing and reinforcing brand identity.
- Cultivated expertise in brand strategy, concept development, and video production for esteemed clients such as Visa and Gillette. Additionally, played a pivotal role in producing a 360 Campaign for the Frost Science Museum Opening.

Geometry Global – Hamburg, Germany - **Art Direction Intern** - 1/2017 to 3/2017

- Prioritized visual components in projects undertaken for the music label Modulated People, enhancing their aesthetic appeal and brand image.
- Collaborated with the Senior Creative Team at Design Bridge Awards to generate captivating designs, aligning with client objectives and brand standards.
- Played a crucial role in developing engaging and innovative designs, showcasing creativity and attention to detail in all projects.

Ogilvy & Mather – Paris, France - **Art Direction Intern** - 10/2016 to 12/2016

- Oversaw all digital experiences, ensuring alignment with brand strategy, concept development, and production for Nestle, Netflix, and Spotify.
- Coordinated efforts across various platforms, including social media, print, and production, to maintain consistency and effectiveness.
- Accountable for delivering cohesive and engaging digital experiences that resonate with target audiences and drive brand success for prominent clients.

AWARDS

Communicator Awards Excellence Winner - AEI - Cronyism Series Episode: Government Financing - 2020

Silver Telly Award Winner - AEI - Cronyism Series Episode: Government Financing - 2020

Gold AVA Digital Award Winner - GW Hillel - Building Up & Building Out - 2020

Silver Telly Award Winner - GW Hillel - Building Up & Building Out - 2020

Communicator Award Distinction - GW Hillel - Building Up & Building Out - 2020

Best in Show in Addy Award Miami - Bauducco Panettone - 2019