

AMANDA ACEVEDO

Creative Lead

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312.543-6303



Dynamic big idea creative who's tuned into culture, champions the work, and elevates brands. Experienced art director with 10+ years as a marketing and advertising creative — design-fluent and passionate about creating strategic, visually stunning work for human-centric campaigns. An impeccable design eye and high standards, Premium work with finesse. Meticulous management of creative process and projects for flawless execution. From the day-to-day to global brand launches. Deep collaboration with brand teams for aligning expectations, goals, feedback, troubleshooting, and presentations. Proactive approach bridging cross-functional teams. Ensures consistent, cohesive branded work.

EXPERIENCE

Associate Creative Director, The Mixx, New York

05/2022 – 04/2023

- Championed for crafted, distinctive, and strategic creative work.
- Pushed creativity and flexed forward-thinking concepts to develop campaigns.
- Inspired. Mentored and supervised art directors and designers with positivity, encouragement, respect.
- Uplifted and motivated team as a collaborative and empathetic leader and business-minded art director.
- Led successful brand campaign refresh across many Johnson & Johnson Vision products. Client-facing collaboration.

Associate Creative Director, Guaranteed Rate In-House Agency, Chicago

03/2021 – 03/2022

- Partnered with Creative Director/Copywriter to oversee and elevate the work, from ideation through production.
- Worked closely with Creative Director, Account team, and Project Managers for creative brief development.
- Strategized omnichannel campaign solutions for a cohesive customer journey experience for sales growth.
- Presented to upper management, advocated for singular-focused ideas, and relatable storytelling in the marketing.

Freelance Creative Director

03/2008 – 03/2021

Critical Mass, Dentsu, Energy BBDO, Havas, Leo Burnett, Ogilvy, OLIVER, +others

- Launched Live Life M-Powered for Midol, a digital-first award-winning rebrand campaign targeted to Gen Z. Ideated high-level concepts, creative direction in overseeing photography and video shoots through post-production.
- Global launch of Simple Wins, 360 integrated campaign for Bayer Diabetes Care across print, broadcast, and digital.
- Concepted, collaborated with writers, and designed for brands in retail, financial, health, nonprofit, academia, tech.
- Trusted to manage and lead. New business, pitches, rebrands. Cultivated client relationships.

AWARDS

2021 Drum Award, Midol Live Life M-Powered

2021 Effie Finalist, Midol Brand Relaunch

2021 New York Festivals Shortlist, Midol M-Powered

2021 Drum Chip Shop Award Finalist, Best Stunt

EDUCATION

University of Illinois at Urbana-Champaign, Bachelor's Degree in Advertising

Miami Ad School at Atlanta, Degree in Art Direction

PROFESSIONAL AFFILIATIONS

Executive Board Member, 100 Roses from Concrete

2024 – present

A 501C3 nonprofit that builds communities of diverse professionals for a more inclusive advertising, marketing, and media industries.

Member, The One Club for Creativity

2021 – present

CORE COMPETENCIES

Concept, strategy, layout, typography, branding, copy editing, presentations, project management, improve work efficiencies, time management. Mentorship, problem solver, strong work ethic, distill and articulate feedback, good oral and written communications, critical thinking, leadership, detail-oriented, diplomatic. **Technical Skills:** Adobe Creative Suite – InDesign, Photoshop, Illustrator, After Effects, and more. Google Suite. Microsoft Suite. Keynote.