

Nicole Lopez

Art Direction

Skills

Adobe Creative Cloud
Content Creation
Video Editing
Creative Writing
Bilingual

Recognition

- D&AD New Blood Wood Pencil, 2020
- National Silver Student ADDY – Interactive Social Media Campaign, 2021
- National Silver Student ADDY, 2021
- National ADDY Judges Choice Award, 2021
- Gold Student ADDY - Social Media Campaign, 2021
- Gold Student ADDY - Social Media, 2021
- Silver Student ADDY - Guerilla Marketing, Installations, and Event Campaign, 2021
- Silver Student ADDY - Special Event Materials, 2021
- Silver Student ADDY - Online Interactive Campaign, 2021
- Most Promising Multicultural Student, 2021
- MAIP Fellow, 2020 & 2021

Education

B.S. in Advertising
University of Florida
Gainesville, FL
2017 - 2021

Experience

Art Director

Mullenlowe US / June 2023 – present

- Concept and pitch ideas across the client roster
 - Concept scripts and content for social and online video
 - Capture and execute content across social platforms.
 - Build brand platforms and presentations for client review
 - Work across mediums including film, experiential, and social
- Clients: GEICO, KFC, Tropicana, Invesco, Aleve, Midol, Patrón, Knorr

Art Director

Junior Art Director / Art Director

TBWA Chiat Day / September 2021 – June 2023

- Created campaign platforms that spanned all medium including film, experiential, and digital.
- Designed AR filters in partnership with Snapchat, Meta, and TikTok for each brand campaign or car launch.
- Developed social content for Nissan's platforms that included platform work as well as on-the-ground content capture.

Client: Nissan

Art Direction Intern

co:collective / June - August 2021

- Concept and pitch ideas for brand campaigns
 - Develop out of home summer campaigns that ran throughout New York City
 - Design and develop AR filters for brands' summer campaigns
- Client: Lightbox Jewelry, Genexa

Art Direction Intern

Butler, Shine, Stern & Partners / January 2021 – April 2021

- Concept ideas for integrated campaigns
- Execute digital and out of home designs for ongoing campaigns

Clients: Rao's, Noosa Yoghurt, Michel Angelo's, Birchbenders, Blue Shield of California, and ESPN

Art Direction Intern

DeepSleep Studio / June 2019 – August 2019

- Created social content and designed digital assets for clients like Mariquitas, Plunge Resort, Bialife skincare, and Miami and Beaches.
- Assisted social strategy team with social strategy and tailoring the brand voice for the social platforms.