

janessa broche

janessa.gmz@gmail.com

305-491-6175

www.janessagomez.me

EDUCATION

MIAMI AD SCHOOL | MIAMI

certificate in art direction
10.2010 - 09.2012

UNIVERSITY OF MIAMI | MIAMI

bachelor of science , advertising & graphic design
08.2006 - 05.2010

EXPERIENCE

MCCANN HEALTH | NYC

associate creative director 06.2022 - present
Lead brand creative (art) on MULTAQ.

CULTHEALTH | NYC

associate creative director 08.2019 - 06.2022
senior art director 06.2017 - 08.2019

Worked on a variety of clients, everything from video editing to digital/print design to tv production. Lead creative on QULIPTA (migraine), EMFLAZA (rare disease), & TIBSOVO (oncology), with additional experience in diabetes and dermatology.

MIAMI AD SCHOOL | NYC

instructor 10.2016 - 06.2022

Taught students the basics of Photoshop & After Effects in order to create digital & social content.

KRAFTWORKS | NYC

art director 12.2014 - 01.2017

Developed concepts, tactics & visual directions for a variety of clients such as Hanes, Maidenform & Swimsuitsforall. Created/edited video content & motion graphics.

DOREMUS | NYC

art director 07.2012 - 11.2014

Designed print, digital & environmental creative for Owens-Illinois, Sun Life, Hiscox, & CFA. Concepted & created social media content for O-I. Lead creative in developing spanish content for O-I Latin America.

ALMA DDB | MIAMI

art direction intern 10.2011 - 12.2011

Concepted (print, TV, digital) and designed layouts for State Farm, Pepsi, McDonald's, and Tobacco-Free Florida.

FUN STUFF TO KNOW

SKILLED IN

adobe creative suite
Ai, Ps, Id, Ae, Pr, Mu
final cut
html/css

FLUENT IN

español

UNBEATABLE AT

obscure movie trivia
puzzles: jigsaw, sudoku