

Monica Andrade

Senior Art Director ✦ Lamoniposa.com ✦ MonicaDeniseAndrade@gmail.com



Experience

Freelance

Senior Art Director, Feb '26 – Now

- ✦ Concepted and led a YouTube campaign for Game Show Network at We Are Social
- ✦ Developed and designed an Instagram campaign platform for Native at Curiosity

Gotham

Art Director, Jul '23 – Feb '26

- ✦ Led the creative development of national and global 360° campaigns and product launches for Maybelline
- ✦ Built campaign platforms and brand worlds using generative AI to bring creative direction to life across film, digital, social, e-commerce, and print
- ✦ Sold creative directly to clients and led post-production through final delivery

Pereira O'Dell

Art Director, Oct '21 – Jul '23

- ✦ Crafted integrated campaigns from concept to execution for Midea, MINI Cooper, and Pillsbury
- ✦ Concepted, designed, and animated social posts for Yellow Tail and Redemption Whiskey

DDB

Junior Art Director, Nov '20 – Oct '21

- ✦ Created film campaigns and short-form digital content for Miller Lite and La Quinta
- ✦ Designed cross-channel campaign assets for State Farm and Jiffy Lube

DAVID

Art Director Intern, Sep '19 – Mar '20

- ✦ Developed creative concepts and campaign ideas for Burger King, Espolon, and Budweiser

Awards

Cannes, Shortlist '23
D&AD, Wood Pencil '23
The One Show, Gold '23
Clio Awards, 2x Bronze '23
ANDY Awards, Gold '23
ADWEEK, Press '20
Muse by Clio, Press '20

Clients

Maybelline
Game Show Network
Midea
Burger King
Native
MINI Cooper
Redemption Whiskey
Miller Lite
State Farm
Pillsbury
La Quinta
Yellow Tail

Education

Miami Ad School
Portfolio Program '20

University of Florida
BS in Journalism '17

Skills

Photoshop
InDesign
Illustrator
Premiere
After Effects
Procreate
Keynote
Prompt Engineering