

OMG

EXPERIENCE

EDELMAN

SENIOR ART DIRECTOR / 2013-TODAY

Currently working on the new frontier in advertising and PR: social media marketing. I win pitches, create and execute creative editorial calendars based on sound strategy, and manage a team of designers to create cohesive social content for top brands.

FREELANCE

ONGOING

You name it, I can do it! I take on UX/UI projects, social, PR, and marketing consulting, traditional ad projects, experiential, photography and other art projects. Notable clients include: The Man Repeller, Mother Mag, LOHO bride, and Sotheby's.

CUYANA

CREATIVE & SOCIAL LEAD / 2012-2013

Employee #3 at a fast-rising fashion startup with an emphasis on quality fashions.

SWIRL

ART DIRECTOR / 2010 - 2012

Created integrated campaigns that enhance the brand experience using expert knowledge in latest web technologies, print, email marketing, direct mail, outdoor marketing, in-store signage, trade shows, B2B marketing, mobile, and Facebook.

OGILVY

ART DIRECTOR / 2007-2010

Utilized proficiency in web based marketing to produce effective campaigns with clear ROI success measures.

#HUMBLEBRAG

PRESS FOR 12:04

Barneys New York, Forbes, SF Chronicle, San Francisco Magazine, Racked, Rue Mag, Refinery29, Flipboard, Diablo Magazine, + more.

WEBBY AWARD

People's Voice 2015: Best Social Event for Volkswagen Super Bowl 2014 work. The People's Voice is voted on by over 500,000 people from more than 200 countries.

ADDY AWARD

Bronze 2015 for Volkswagen Super Bowl 2014 social work

ADDY AWARD

Silver 2011, Interactive Site for The Marine Mammal Center interactive web experience.

W3 AWARD

2010, Interactive Site for Coinstar Amazon MP3

EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY

DEAN'S LIST 2003-2006

BA Mass Communications

BA Art Practice

OTHER

HABLO ESPAÑOL.

REFERENCES AVAILABLE UPON REQUEST.

OLGA MONTSERRAT GUTIERREZ

Senior Art Director | UI/UX | Fashion Blogger | Painter | olga.montserrat@gmail.com | 323 459 1456