

OMG

EXPERIENCE

WIRED

DESIGN DIRECTOR / 2016-PRESENT

Formerly Senior Art Director, Platforms, managing all digital platforms, special features, UI/UX projects, new product development, social channels, and consumer marketing materials.

EDELMAN

SENIOR ART DIRECTOR / 2013-2016

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

In my spare time I enjoy working with a diverse set of clients on various projects and needs, from social and marketing consulting, to full scale site rebuilds, to custom printed materials. Some of these clients have included: The Man Repeller, Mother Mag, Sotheby's.

CUYANA

CREATIVE & SOCIAL LEAD / 2012-2013

Employee #3 at a fast-rising fashion startup with an emphasis on quality, hand-made clothes and accessories.

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.

AWARDS + AFFILIATIONS

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

UC, BERKELEY

DEAN'S LIST 2003-2006

BA Mass Communications

BA Art Practice

OTHER

HABLO ESPAÑOL.

REFERENCES GIVEN UPON REQUEST.

OLGA MONTSERRAT GUTIERREZ

Art | Direction | olga.montserrat@gmail.com | 323 459 1456