



JOCELYN MORERA
art director

work, work, work

Crispin Porter and Bogusky (CP+B) - Boulder, CO
Art Director Intern.

Deck/Comp magician (got to use cool emoji's)
Conceptualized for various projects.
Sold-to-client achiever.

Clients: Best Buy, Fruit of the Loom, Hotels.com,
Dominos, Tidal & Aspen Dental.
Jun - Aug 2015

Paula Deen Enterprises - Savannah, GA
Designer / Web Editor.

Managed, posted and edited web content.
Created package design for the Paula Deen brand.
Edited home videos for E. True Hollywood Story.
Managed social media (#1 repinned picture in Pinterest)
Retouched food photography (retouched a banana once)
Nov 2012 - Apr 2014

College of Sciences at UCF - Orlando, FL.
Assistant Web Designer.

Managed and edited web content (over 100 sites)
Maintained master calendar of events.
Developed and revamped custom websites.
Executed web portal job tickets for faculty & staff.
Hand coded (made sure we weren't Rick Rolled)
Aug 2006 - June 2011

other jobs

Get Fit Get Life
Social Media Intern.
Jan - Jun 2012

Impremedia
Freelance Writer.
June 2011 - Dec 2011

University of Central Florida Office of Research
Translator.
Aug 2010

Poder Judicial, Republica de Costa Rica
Web Designer/Translator.
June - Aug 2009

oh hi,

My work buddy is a six pound chihuahua, and she's fierce on supervising. I eat really slow and love any kind of chocolate. On Thursday nights you can find me practicing tango at the dance studio. Do you have a super cool project you'd like to chat about? Let's get in touch!

things that look fancy

Bronze Pencil, One Show - The Lost Bill
Young Ones 2016 - Gender Empathy.

Merit, One Show - Calendar Against Humanity
Young Ones 2016 - Gender Empathy.

school's I went to

Savannah College of Art and Design (SCAD) - Savannah, GA
M.F.A Advertising - Art Direction - c /o 2016

University of Central Florida (UCF) - Orlando, FL.
B.S Digital Media - Internet Interactions - c /o 2011
Minor(s) - Cinema Studies; Spanish; Latin American Studies.
Certificate - Spanish Translation and Interpretation.

languages I understand

Spanish ●●●●●
English ●●●●●

things I know how to use

Adobe Photoshop ●●●●●
Adobe Illustrator ●●●●●
Adobe Indesign ●●●●●
Adobe After Effects ●●●●●
Adobe Premier ●●●●●
Adobe Dreamweaver ●●●●●
HTML & CSS ●●●●●
Javascript & JQuery ●●●●●
CMS ●●●●●
Autodesk Maya ●●●●●

contact

www.jocelynmorera.com
jocelynmorera@gmail.com
561.207.0776



JOCELYN MORERA
art director

call me, maybe?

www.jocelynmorera.com
jocelynmorera@gmail.com
561.207.0776

references

Brian Fouhy
Associate Creative Director at CP+B

email: bfouhy@cpbgroup.com
email: fouhy@me.com
phone number: 508.826.0810

Luke Sullivan
Professor and Author of
Hey Whipple, Squeeze This: A guide to
creating great advertising

email: lsullivan@scad.edu
email: heywhipple@me.com
phone: 912.655.5648

these cool peeps of mine,

Are some of the amazing people I've gotten to work with. They've become my mentors and my friends. They can also tell you how I think and what I do. I'm sure they'll vouch that I'm not a crazy person. If you ask, these guys will probably dish out some funny things about me.

references

Emily Sander
Chair of the Advertising Department
of Savannah College of Art and Design (SCAD)

email: esander@scad.edu
phone number: 912.595.5974
phone number: 617.312.7442

Jorge Ramirez
Senior Software Engineer at Apple

email: jorge.a.ramirez@mac.com
phone: 407.409.2568