

# JOCELYN MORERA BOZA

jocelynmorera@gmail.com  
jocelynmoreraboza.com



Senior Art Director

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EXPERIENCE

## The Los Angeles Film School

Winter Park, Florida | Remote | Sept 2020 - Feb 2024

### Part-time Professor of Advertising

- In the Graphic Design Department, I have taught Concept Design I, II, Logo Design, Concepts in Advertising, Portfolio I, Design Strategy, and Color Theory. Design fundamentals, Typography, Layout Design, Color Theory, Adobe Illustrator/Photoshop/InDesign/XD, Print production, Concept design, Branding, Photography, Packaging, Website Design, Portfolio, and Advertising.
- Proficient in providing comprehensive graphic design instruction, employing effective teaching methodologies to ensure students master fundamental concepts and advanced techniques.

## Workhuman

Framingham, Massachusetts | Remote | Sept 2020 - Aug 2023

### Senior Art Director

- Led creative initiatives for both B2B and B2C communications within Workhuman's marketing/social department as the supporting Art Director of the newly established group promoting a social workplace recognition software called the Workhuman Cloud.

## Havas

New York City, New York | Remote | May 2022 - Sep 2022

### Freelance Art Director

- I was brought on board to support the creative initiatives for Lincoln Financial Group.
- Tasked with balancing ongoing business support and the development of a new brand identity this encompassed a spectrum of materials, including website updates, banners, print collateral, and more. Drawing on my expertise, I conceptualized and implemented a distinctive visual identity that set Lincoln Financial apart from its competitors.

## Stern Advertising

Cincinnati, Ohio | Remote | Oct 2021 - Mar 2022

### Freelance Senior Art Director

- Played a role in bolstering the creative team to meet increased work demands.
- I took charge of diverse projects from web design, print production and email campaigns for clients including Roger and Hollands, Jack Casino, and Cincinnati Museum of Art.

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### EXPERIENCE

#### VML

Kansas City, Missouri | On-site | Oct 2016 - May 2020

##### Art Director

- Worked on small projects as well as 360 brand campaigns that encompass the whole brand experience (Digital, Social, Retail). Specialized in breakthrough brands developing integrated multi-channel, multi-audience strategies built on behavior utilizing culture and technology no matter the product or the target.
- Clients : Vuse Vapor/ Tennessee Tourism / Frigidaire / Electrolux / Kashi / Pop-Tarts / Gatorade / Miami Tourism / Sherwin Williams/ Two Good & Danimals (Danone yogurt) / Thrivent / United Rentals / NAPA/ New Business Pitches / Diversity, Equity and Inclusion for VMLY&R / Women of VMLY&R / After-hours projects for Cannes and Internal VMLY&R projects/events.

#### Crispin Porter Bogusky (CP+B)

Boulder, Colorado | On-site | June 2015 - Aug 2015

##### Art Director Intern

- Worked in the creative department (Postal Service) and developed social posts for various social media outlets and digital projects.
- Worked on Q3 and Q4 content as well as pitches. A website for Best Buy, radio spots and billboards for Hotels.com, scripts for Fruit of the Loom, Emoji ordering and social/digital activations for Dominos, integrated campaign ideas for Tidal, storyboards for Aspen Dental.
- Clients: Best Buy, Dominos, Fruit of the Loom, Infinity, Hotels.com, Tidal & Aspen Dental.

#### Paula Deen Enterprises

Savannah, Georgia | On-site | Nov 2011 - Jun 2014

##### Designer and Content Editor

- Responsible for creative graphics and web content for the Paula Deen brand. Engaged with the creative director to maintain brand consistency and the Paula Deen voice on social (I was the "Hey Y'all"). Project types included maintaining the websites, social profiles, PR, as well as production for retail, restaurants and events, production shoots, to creating marketing materials.
- Helped maintain a content strategy and creative across all channels including organic/paid SEO articles, social, CRM, digital and TV.
- Support: The Paula Deen Gift Shop, The Paula Deen Store, Cooking with Paula Deen Magazine, Paula Deen Food Network Show, The Lady and Sons Restaurant, Uncle Bubbas Restaurant, Bobby Deen and The Deen Bros.

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## EDUCATION

### Savannah College of Art and Design (SCAD)

Master of Fine Arts  
in Advertising: Art Direction

2016

- Graduate Teaching Assistant
- Thesis: "Reinventing and reintroducing a neo-retro brand: TaB, Coca-Cola's strategy, and re-integration into the diet-soda market".

### University of Central Florida (UCF)

Bachelor of Fine Arts  
in Digital Media:  
Internet Interactions

2011

- Minor(s): Cinema Studies; Spanish; Latin American, Caribbean, and Latino Studies
  - Certificate: Spanish Translation and Interpretation
  - Student Athlete: Women's Crew
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## NOTEWORTHY

- YouTube top 6-second ads - "Noodle", 2018
  - YouTube top 6-second ads - "Flexible Space When You Need It", 2019
  - One Show Young Ones - "Calendar Against Humanity", 2016
  - One Show Young Ones - "The Lost Bill", 2016
  - SCADDY Gold - 2016
  - The Perfect Pinterest Picture, According to Science - Wired Magazine, 2013
  - Los Angeles Film School Best Online Bachelor's in Graphic Design Programs | Ranked #7 and "Best in the West" Intelligent.com, 2020
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## SKILLS

- Photoshop
  - Indesign
  - Illustrator
  - After Effects
  - Premier
  - Sketch + Figma + Adobe XD
  - CSS, HTML, CMS (Wordpress), CRM
  - Social Media (paid/organic): FB, IG, Snapchat, Tiktok, Pinterest, LI, Twitch
  - Keynote + Powerpoint + Google Slides
  - Fluent Spanish
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## CONTACT

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