

e x p e r i e n c e

2004 - 2009, group creative director "zubi advertising, miami"
managed the creative, design teams + creative processes. implemented the advertainment department + managed all product integrations as well as branded content. developed strategic creative work in all levels of communications for ford/lincoln/mercury, chase, winn-dixie, florida lottery, sc johnson + m&m mars accounts at a brand + retail level.

2003 - 2004, associate creative director "saatchi & saatchi/publicis, miami"
led the way implementing the creative team + creative processes. developed strategic creative work in all levels of communications for the hewlett-packard latin america business. directed latin america creative + design teams.

2000 - 2003, senior art director "saatchi & saatchi/publicis, los angeles"
worked on toyota national + retail advertising including year-long campaigns + month to month creative needs. directed design teams. shot 2001/03 national toyota running footage packages.

1999 - 2000, art director "saatchi & saatchi, fort lauderdale"
worked on southeast toyota account, collateral designs, print, direct mail, p.o.p., tv, pitch for southeast toyota account + collaborated with national group on toyota account.

1998 - 1999, art director/designer "pmc advertising"
print ads, collateral designs, web design, corporate identity, direct mail.


1995 - present, freelance "tan printing co., miami florida." & others.
print ads, brochures, web design, menus, illustrations, paintings, corporate identity.

e d u c a t i o n

advanced, continued education courses in various design programs.
2000 "the book shop, california." (concepting + art direction seminars.)
cum laude + best portfolio 1998 bachelor's degree in graphic design;
1997 associate's degree in visual communications; art institute of fort lauderdale, fl.
6 years of fine art studies; san juan, puerto rico.
4 year member of the national art honor society; san juan, puerto rico.

a c c o l a d e s

'09 effie, '07 echo award, '05/'06 adweek's/best hispanic spots, multiple telly's, addy's + clio's.
letters of recommendation upon request.



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sarimá gracia	creative director/art director
13+ years of experience, general market + hispanic market	