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mara conway

EDUCATION

Chapman University 2014 - 2018

B.A. in Advertising & Public Relations

Minor in Graphic Design

Book Shop 2020 - 2021

Art Direction

SKILLS

Concept Development

Graphic Design

Branding

Creative Solutions

Storyboarding

Social Media

Leadership/Mentoring

Video Editing

2D Animation

Photography

TOOLS

Photoshop , Illustrator, InDesign,

Premiere, XD, After Effects Basics,

Sketch, Principle Prototyping,

Procreate, Microsoft Office Suite,

Final Cut Pro, Keynote

AWARDS

Gold LA Addy - Poster Art Direction

3 LA Addy Shortlists - Integrated Public

Service Campaign for SoCal Edison

EXPERIENCE

RPA Senior Art Director Santa Monica CA, 2024 - Present

Clients: Honda, SoCal Edison, TXU Energy, LA LGBT Center, and New Business.

Concepted, sold, and oversaw production of multiple 360 campaigns across deliverables including TV, social, branding, OOH, etc. Pitched new business, presented large-scale campaigns to clients, and mentored junior creatives.

RPA Art Director Santa Monica CA, 2021 - 2024

Clients: Honda, SoCal Edison, TXU Energy, LA LGBT Center, and New Business.

RPA Jr. Art Director Santa Monica CA, 2019 - 2021

Clients: Honda and Acura

RPA Art Director Intern Santa Monica CA, 2018 - 2019

Clients: Honda, Acura, Farmers Insurance, Southwest Airlines, and Dole

SheSays Los Angeles Creative Lead Santa Monica CA, 2018 - 2020

Developed branding, posters, invites, and social posts for the LA chapter of this global organization that creates mentorship and networking opportunities for women in the creative industry.

Pitch Graphic Design Intern Culver City CA, Summer 2018

Created decks, print ads, mood boards, and catalogs. Concepted, presented work, and attended shoots for Westfield, Burger King and Konami.

National Student Ad Competition Orange CA, 2017- 2018

Won position as AD on Chapman's "Circle Advertising" team and competed in the AAF National Student Ad Competition. Created packaging, ads, animation, and experiential ideas for Ocean Spray.

Doner LA Brand Leadership Intern Los Angeles CA, Summer 2017

Compiled competitive analysis and designed mock-ups for Netflix, DiGiorno, and Molson Coors.