



ana vergara

912 736 7977

anavergara1406@gmail.com

<https://www.linkedin.com/in/ana-luisa-vergara>

<https://www.analuisavergara.com>

## Education

Savannah College of Art and Design  
(SCAD)  
B.F.A. in Advertising and branding (Art  
Direction).  
Minors: Fashion Marketing and  
Management, Social Strategy.  
Expected Graduation: 2025.  
Dean's List 2021, 2022, 2023, 2024

## Languages

Spanish (Advanced)  
English (Advanced)  
German (Intermediate)

## Skills

Photoshop  
Illustrator  
Indesign  
After Effects  
XD  
Lightroom  
Premiere Pro  
Adobe Rush  
Microsoft Office Suit  
Art Direction  
Content Creator  
Photography  
Figma  
Social Media Management

## Awards and certificates

- Nine Times Augusta ADDY Winner
- Adobe Certification
- SCAD Far From Home Exhibition
- SCADamp Certificate of Completion
- Advertising Design Department  
Scholarship
- Certification in Design Research and  
Insight Translation from Lextant.
- SCAD Scholarship

## Professional Experience

Pármenas Radio Marketing Intern (2023)

- Planned the content posted on social media, targeting the audience by  
reuniting marketing data and researching.
- Developed content for the social media such as ads and posts for  
Facebook and Twitter on InDesign and Photoshop in collaboration with  
the marketing team.
- Designed editorial content for the radio's books and magazines.

SCAD District Branding Editor (2024)

- Pitch new social and content ideas every week.
- Create and produce content for the website and graphics for articles  
posted each week.
- Provide promotions (flyers, etc.) for the social media and website.

## Academic Experience

Ana Vergara Brand Creation (2023) 5 ADDY Awards

- Created the concept for the brand as well as the packaging, website,  
stickers, store sign and social media posts and print ads.
- Developed the storyboard that explains the story of the brand.
- Aligned the photography with the brand aesthetic.

Oscar De La Renta Mock Campaign Development (2023) 2 ADDY Awards

- Created a nonexistent campaign for Oscar de la Renta in collaboration  
with Mexican Artisans since brands have stole patterns from them without  
giving them credit.
- Created the concept for the campaign alongside with the strategy for it,  
designing the campaign presentation venue, the window display, the store  
design, the social media posts and print ads.
- Aligned the aesthetic of the campaign with the designs.

Monica Varela Mock Campaign (2023) 1 ADDY Award

- Developed the campaign strategy in collaboration with Elianna  
Florentino.
- Created the flyer, copywriting, print ads, instagram posts, reel and aligned  
the photos with the brand.
- Photoshoped the images on Adobe Photoshop.