



Davianna Absera

Art Director with 12+ years of cutting-edge agency and media experience leading and collaborating with teams across a wide range of mediums. Creative problem solver with exceptional drive and energy, recognized by peers and Chief Creatives for unique ability to deliver passionate and concise direction from conceiving through execution. A love for infusing cultural influences and breakthrough ideas into the creative process to win over clients and create innovative work.

EXPERTISE

- > Art Direction (Photo/Video)
- > 360 Campaigns
- > Leadership
- > Branding & Identity
- > Concepting & Execution
- > Client Pitching

SKILLS

Hard Skills:

Art/ Set Direction
Brand Development
Advertising
Graphic Design
Creative Strategy
Marketing
Corporate Identity
Web Design
Experiential

Tools and Software:

Adobe Creative Suite;
Photoshop, Illustrator,
InDesign, Premiere,
Microsoft Office Suite,
Figma, Ceros, Keynote,
Splash, CaptureOne,
Asana, Airtable

Languages:

English (Native)
French (Fluent)

WORK EXPERIENCE

- > **Senior Art Director | VOX MEDIA** 2021-Present
Seamlessly transitioned and forged new relationships across the greater org, supporting agency white label and experiential, while implementing more efficient processes. Notably, worked on a year long always-on campaign for KY; meeting advertising goals, developing a social toolkit and executing a large scale photo shoot to deliver an evergreen photo library.
- > **Senior Art Director | GROUP NINE MEDIA** (G9 was acquired by Vox in late 2021) 2019-2021
Appointed to lead a team of 12, responsible for a collective of revenue streams including agency white label, campaign media, experiential and sweepstakes. Quickly adapted and integrated into new processes, workflows and teams. Worked closely with internal partners and gained an in-depth understanding of consumer and editorial media beyond traditional advertising. Oversaw creation of digital assets for a long list of brands, and led white label custom photo and always-on social campaigns for clients like Samsonite, Verb, Nivea and Banter by Pagoda.
- > **Art Director | POPSUGAR** (Popsugar merged with G9 in 2019) 2018-2019
Supported creative conceiving and design direction for internal agency, the Bakery. Teamed up with strategy & insight teams to develop presentation materials for new brand partnerships and experiential endeavors. Led the design team and supported creative development for the first ever Popsugar Playground 3-day event in 2019. Art directed quarterly photo shoots for Popsugar's CPG initiatives like PS Kohi's, MustHave, Popstock, PS Fitness and more.
- > **Art Director | HAVAS, ADRENALINE** 2015-2018
Hired as Junior AD and quickly promoted. Reported directly to CCO and responsible for conceiving, art direction and design for TV, digital, experiential, and print. Answered creative briefs, participated in new business pitches and led client presentations. Owned creative on two multi-million dollar product launches: consisted of multiple TV commercials, print and digital content. Directed idea phase through to completion; conceiving, production, on-set AD and post-production. Selected by CCO as one of two creatives to participate in an intensive 28-day global pitch at the London HAVAS office. Nominated to represent the agency for the 2017 AdCouncil campaign and named in 'The Drum's Creative Work of the Week' award.
- > **Jr. Art Director | TBWA, SUDLER & HENNESSY, CLINE, DAVIS & MANN** 2011-2015
Completed multiple internships + freelanced in the independent film sector. Gained valuable agency exposure and knowledge in production while assisting in day-to-day workflows. Key accomplishments: Lead intern team on a winning client pitch and designed the lead dea for a product launch expo booth design, selected by Creative Director and team.

EDUCATION

New York, 2010-2014
PRATT Institute |
BFA Communications
Design & Advertising
Art Directors
Club Award (2014)
Presenter in annual
PRATT SHOW (2014)
Merit Scholarship,
Dean's List (8 Semesters)

Switzerland, 2001-2010
Aiglon College | Advanced
Level Diploma
Headmaster Honor
Roll (2004-2010)
Senior Arts Award (2010)

HOBBIES & INTERESTS

- > Architecture, Interior Design & Decorating
- > Travel & Leisure
- > Food & Beverage