



Davianna Absera

Art Director with 12+ years of experience delivering impactful visual solutions. Specializing in concept development, campaign strategy, and production, with a focus on leading teams to create innovative, audience-driven work. Known for a thoughtful and detail-oriented approach that blends creativity with consumer insights to produce projects across varied marketing sectors. Skilled at adapting to diverse project needs and budgets, consistently delivering high-quality content.

WORK EXPERIENCE

> Senior Art Director | VOX MEDIA | 2021-2023

- » Built strong relationships across the organization, supporting agency white label, display advertising and experiential initiatives while optimizing workflows for greater efficiency.
- » Managed the full life-cycle of creative campaigns, leading a team of 8 designers through photo/video shoots, events marketing, and social strategy across multiple editorial channels.
- » Orchestrated a year-long social campaign, developed a brand toolkit, and executed a large-scale photo shoot to create an evergreen image library, successfully meeting client advertising goals.
- » Leveraged consumer insights, digital solutions, and cross-team collaboration to ensure brand consistency, exceed objectives, and drive results across creative and stakeholder teams.

> Senior Art Director | GROUP NINE MEDIA | 2019-2021

- » Led a team of 10, overseeing diverse revenue streams including white label, media campaigns, experiential, and sweeps for top clients like Samsonite, Verb, Nivea, Samsung and Campbell's.
- » Integrated quickly into new workflows, collaborating with internal teams to gain a comprehensive understanding of consumer journeys and editorial media beyond traditional advertising.
- » Supervised the development of assets and custom campaigns, ensuring seamless execution across channels and global territories. Collaborated with operations and production teams to create innovative strategies that translated insights into compelling creative, driving brand recognition.

> Art Director | POPSUGAR | 2018-2019

- » Guided the design team and provided creative direction for the inaugural PopSugar Playground 3-day event, collaborating with cross-functional teams to deliver memorable experiences.
- » Spearheaded creative for internal agency, The Bakery, working closely with strategy and insight teams to develop pitch materials for new brand partnerships and experiential initiatives.
- » Led quarterly photo shoots for internal projects (PS Kohl's, MustHave, Popstock, PS Fitness), producing content for digital marketing and social media. Managed a 1,000+ image archive, overseeing content creation to meet clients' digital and social media needs.

> Art Director | HAVAS, Adrenaline | 2015-2018

- » Reported directly to CCO, leading conceiving, art direction, and design for TV, digital and print projects. Supported creative strategy for new business, client presentations, and campaigns.
- » Led creative development on multiple \$2M GSK product launches, overseeing TV commercials, and promotional content from concept through production, on-set direction, and post-production.
- » Selected to join a 28-day global pitch at Havas London, nominated to represent the agency in the 2017 AdCouncil campaign, and recognized in 'The Drum's Creative Work of the Week' award.

> Junior Art Director | TBWA\CHIAT\Day, SUDLER & HENNESSY, CLINE, DAVIS & MANN...

- » Gained hands-on experience in production and agency workflows through freelance work and internships; participated in client pitches and led design for product launch expo booths.

EXPERTISE

360 Campaigns
Brand Identity
+ Development
Creative Strategy
Photo + Video
Production

SKILLS

Hard Skills:

Art direction, On-set coordination + styling, Pre/ post production, Events + experiential, Print, digital, social + web design, Conceptual ideation, Leadership

Tools and Software:

Adobe Creative Suite, Microsoft Office Suite, Ceros, CaptureOne, Splash, Asana, Airtable, Figma, PremierePro

Languages:

English (Native)
French

INTERESTS

Architecture, Interior design & decorating, Travel & leisure, Food & beverage

EDUCATION

PRATT Institute, NYC
BFA Communications,
Design & Advertising

Aiglon College |
Advanced Level Diploma



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