



Javiera Gurdian Marengo

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gmstudio-portfolio.com

EDUCATION

Savannah College of Art and Design

B.F.A. in Advertising and Branding

Creative Art Direction

Sep. 2022 – Present

3.91 GPA

EXPERIENCE

SCADhome, Savannah, GA

Social Media Creative Director

Jan. 2024 – Present

- Craft and design of captivating social media posts, employing innovative strategies to maximize visual appeal.
- Implement initiatives to elevate overall engagement across all platforms, ensuring student interaction with the accounts.

SCADhome, Savannah, GA

Resident Mentor

Dec. 2023 – Present

- Fostered the development of relationships among 50+ students.
- Implemented and enforce university policies to ensure student's safety.
- Managed administrative duties: room transfers, maintenance reports, incident reports.
- Resolved conflicts to ensure a positive environment amongst residents.

DeBrief Ad Agency, Savannah, GA

Externship

Jan. 2024 – Apr. 2024

- Developed compelling advertising campaigns through collaborative projects with other SCAD students.
- Actively involved with the end-to-end process of creating advertising campaigns.

Meraki Creative Media, Nicaragua

Internship

May 2021 – Aug. 2021

- Developed tactical briefs for social media posts across five customer accounts, ensuring alignment with client objectives.
- Leveraged analytical skills to review and analyze ad performance metrics, facilitating optimization strategies.

AWARDS & CERTIFICATES

Dean's List Scholar Award

Savannah College of Art and Design

- Spring 2024, Winter 2024, Fall 2023.
- Spring 2023, Winter 2023, Fall 2022.

Adobe Photoshop Certification

Adobe Creative Cloud

Feb. 2024

- Certified Professional in Visual Design.

SCADamp Certificate

Savannah College of Art and Design

Jan. 2024

- Completed 18 workshops in professional training through a presentation studio in order to learn verbal, interpersonal, and visual communication.

Distinguished Scholars Award

Savannah College of Art and Design

Apr. 2022

- Academic excellence award.

CLUBS & ORGANIZATIONS

SCAD AIGA Chapter

Member – Savannah College of Art and Design

Sep. 2022 – Present

- American Institute of Graphic Arts.

SCAD Ad Club

Member – Savannah College of Art and Design

Sep. 2022 – Present

- SCAD Advertising Network Club.

SKILLS

Software

Adobe Creative Cloud

- Photoshop
- InDesign
- Illustrator
- After Effects

Microsoft Office Suite

Languages

English and Spanish