



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 in Fashion Marketing and  
Management, Social Strategy.

Expected Graduation: 2025.

Dean's List: 2021, 2022, 2023, 2024

## Languages

Spanish (Advanced)

English (Advanced)

German (Intermediate)

## 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

## Skills

Photoshop

Illustrator

Indesign

After Effects

XD

Lightroom

Premiere Pro

Adobe Rush

Microsoft Office Suit

Art Direction

Strategy

Photography

Figma

Social Media Management

Content Creation

Styling

Project Management

Marketing

Excel

## Professional Experience

### Good Light Graphic Design Intern (2024)

- Designed social assets, marketing emails, printed assets, retail and website banners.
- Collaborated with other peers to develop new ways of marketing the brand.
- Collaborated in the promotion of the launch of a new product, the Alphabet Oil.

### 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.

### SCAD Student Ambassador (2024)

- Serve as residence hall guide, shuttle guide, building greeter, and host while sharing my personal SCAD story and experience.
- Connect with prospective students.
- Assist with various Admission tasks and events.

### Pármegas Radio Marketing Intern (2023)

- Planned the content posted on social media, targeting the audience by reuniting marketing data and researching.
- Developed the strategy to increase the company's visualization on Social Media platforms as well as the website.
- Created the content for the company's social media such as TikTok, Instagram and Facebook.

## 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 (2023) 2 ADDY Awards

- Created a nonexistent campaign for Oscar de la Renta in collaboration with Mexican Artisans, including diversity in the fashion industry.
- 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.