

e x p e r i e n c e

Creative Director—A Studio Called Ademo

February 2021—Present

- Lead strategic and creative development and execution of integrated marketing campaigns, brand identities, and design experiences for iconic and emerging brands
- Led a team in developing the brand identity for McDonald's Worldwide Convention 2022

Associate Creative Director, Art—the community

September 2019—February 2021

- Co-created the brand identity and launch campaign for the documentary film 'Speed of Thought'
- Collaborated with Publicis Media and Snapchat to develop an AR learning platform

Creative/Art Director —Freelance

November 2018—August 2019

- Co-led social and digital content creation for Verizon's Nationwide 5G rollout
- Developed creative campaigns and visual directions for half a dozen pharmaceutical brands

Associate Creative Director, Art—We Are Unlimited

January 2017—October 2018

- Led social content creation for over a dozen McDonald's promotions and product innovations
- Partnered with various strategists to creatively interpret and implement real-time data

Associate Creative Director, Art—Havas/The Annex

April 2015—January 2017

- Managed a team of creators and influencers to produce integrated campaigns for Kmart
- Helped launch The Annex, a millennial study in emerging culture, creativity and consumerism

Associate Creative Director, Art—mcgarrybowen

Senior Art Director

Art Director

June 2008—April 2015

- Developed and executed multiple integrated campaigns for over 30 iconic brands
- Co-launched/co-managed mcgarrybowen's U.S. multicultural creative department

e d u c a t i o n

Art Direction Portfolio Program—Miami Ad School

July 2006—June 2008

B.S. in Communication, Advertising—Florida International University

August 2001—December 2004

s k i l l s

Adobe Creative Cloud, Google Workspace, Microsoft 365, Keynote, Snapchat Lens Creative Partner, Art Direction, Design, Brand Development, Brand Identity, Narrative, Social, Digital, Photography, Communication Strategy, Production, Post Production, Illustration, native English & Spanish

a w a r d s

Honorable Mention, McDonald's Worldwide Convention—**IHAF Awards**
Gold, TV Award, Blue Cross Blue Shield—**Chicago International Film Festival**
Silver, Online Video Campaign, Sears—**American Advertising Award**
Multicultural Excellence Award Finalist, Kraft Mayo—**Association of National Advertisers**

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Addhemar Sierralta *(he/him)*

Creative Director

hi@studioademo.com

305.987.5850

studioademo.com