

work

Senior Content Creator Kraft Heinz / The Kitchen

March 2024 - Present

Mentoring content creators to consistently make engaging and industry-leading content, shooting case studies and content for branded campaigns, and outlining future content strategies for brands

Specialized Content Creator Kraft Heinz / The Kitchen

July 2022 - Present

Creating content and activations for:
Oscar Mayer, Kraft Singles, Velveeta, Heinz,
Philadelphia, Kraft Mac 'n Cheese, and Delimex

Assoc. Art Director FCB Chicago

Jun 2021 - July 2022

Organic and Paid social for:
UbyKotex, Poise, Depend, Restasis, and Ubrelyv
Email camp. that rose UOR from 11% to 49%

Art Director Intern Quicken Loans

Jun 2020 - Dec 2020

Founded / Lead Intern Superbowl Team
Designed wardrobe / set for Rocket Can '21
Creation of campaign extensions for social

Audio Visual / Production Tech Advertising Dept. Work Study

College For Creative Studies

Jan 2019 - May 2021

Setting up event live-feeds for FB
Instructing proper use of equipment
Social content / Graphic design
Managing rebranding of CCS Ad Dept.
Making boring assets look pretty

what I do

Content Creation Brand Social Strategy Art Direction

Specializing in Tiktok, Capcut, Meta and Pinterest
Case Study Videography and IRL Content Capture
Pre-Production and Post Production
Storyboard Illustration
Animation and Special Effects



juliana
ruth gearig

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education

The One Club - One Creator Lab

Content Instructor and Mentor / Fall 2024

College For Creative Studies

Detroit, Michigan

BFA Advertising Design

Graduation Date / May 2021

Publicis Groupe MCTP Alum

Multi-Cultural Creator / 2020 - 21

awards

London International Awards - Mustard x Mustard

GOLD | Creative Strategy / Partnership & Collab.

The One Show 2024 - Save Bacon Hairs

BRONZE | Brand Side Direct

The Drum Awards 2024 - Save Bacon Hairs

SILVER | Social - CPG

SILVER | Social - Integrated

Shorty Awards 2024 - Save Bacon Hairs

GOLD | Multi Platform Partnership

SILVER | Branded Content

BRONZE | Food and Bev

FINALIST | in 6 categories

The Webby Awards 2024 - Save Bacon Hairs

Honoree | Social Media Campaign

Honoree | Real Time Response Campaign

People's Telly Awards 2023 - 100% Beef Baby

SILVER | Content Creation

AAF Addy Awards 2021

National Silver | Everything Sweats | Social Video

Regional Silver / Don't Run From Sweat / TV