

laurenne sala

Art Director

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Please see all work at
www.laurenne.com

Experience

Traveler, World; 2009

I spent nine months on an around-the-world adventure where I learned more about the globe than I ever could through books. I met warriors in Papua New Guinea, cooked curries in Cambodia, and climbed mountains in Laos.

Art Director, davidandgoliath; Los Angeles Oct 2007 - Dec 2008

I helped create the campaign and strategy for Kia Motor's largest vehicle roll-out, featuring the driving hamsters. I also worked on the Mammoth Mountain, Bacardi, Mark Ecko, and Universal Studios accounts. My print campaign for Mammoth Mountain is featured in the newest *One Show* edition.

Art Director, Deutsch; Los Angeles July 2006 - Oct 2007

I worked on several facets of Directv and California Cheese. My interview about Peyton Manning (as if a spot with him is newsworthy) in *SI* made me feel pretty cool. AND I got to milk cows on the cheese set.

Art Director & Copywriter, Secret Weapon; Los Angeles Jan 2005 - July 2006

I created everything Jack-in-the-Box, from the tray liners in restaurants to invitations to corporate parties to TV campaigns. I also worked on Activision and Ikea. No, I still don't know what's really in those tacos.

Art Director Intern, Wieden & Kennedy; New York 2004

This unique position had me at the WK office three days a week and at ESPN for two. I learned how to be comfortable with clients and designed the ESPN U logo.

Creative Intern, McCann Erickson; Los Angeles 2001

I mostly worked on the CD's expense reports. But when they let me write copy for Butterfinger Nescafé print, I knew I belonged in advertising.

Education

Miami Ad School 2004 - Art Direction

University of Southern California 2002 - BA in Communications, Graphic Arts and Spanish.

Groundlings Improv School 2007 - 2009 - character development, improv, sketch writing

Skills

I'm a whiz on CS4, Microsoft Office, Dreamweaver, and social media. I can make a fine vegan meatloaf. I can dance salsa without falling. I can name all the states in alphabetical order.

Referrals

Upon request