



CREATIVE DIRECTOR

Olivia
Rios

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EXPERIENCES

CREATIVE DIRECTOR

CURRENTLY

CREATIVE DIRECTOR

2020

FCB

Oversaw and lead creative teams for Florida Blue one of their largest accounts. I helped implement their Guidewell sector to have a social presence in Tampa during the Super Bowl. Developed a commercial for Florida Blue having hope that there is a light of the tunnel for the pandemic with the help of the vaccine.

NYC CENSUS 2020

Oversaw the creation of a dynamic and culturally-competent print and digital advertising campaign tailored to specific NYC communities for the census. I concepted and designed for TV, print, social and digital campaigns. I managed a team of five to create 20+ campaigns, in 24+ languages. I was responsible for ensuring the quality of their content and deliverables. I also provided project management support for advertising campaigns, including working with vendors and media buyers, as appropriate. I worked closely with the Census Deputy Director to make sure our campaigns were cohesive and powerful in message.

CREATIVE DIRECTOR

2017-2019

CONSULTANT PROJECTS

Digitas (October - December 2019): Comcast
Digitas (March - May 2019): American Express
MRY (October - Nov 2018): Walmart

Havas (June - September 2019): Keurig
SapientRazorfish (Dec 2018 - Feb 2019): Dove
GSD&M (July - Sept 2018): Popeyes

ASSOC CREATIVE DIRECTOR

2015- 2016

DIGITAS

Evolved American Express' visual and conceptual identity through various rebrands. Partnering with their AOR, I was one of the first people to interpret and translate their design evolutions into the digital space – making sure there was consistency yet innovation within the medium. I was also creative lead on above-the-line brand efforts for Amex Travel, creating 360 campaigns that were heavily design-oriented across all platforms and mediums – site, social, video, print.

ASSOC CREATIVE DIRECTOR

2014

MCGARRYBOWEN

Headed up the social sector for Verizon Wireless Small Business. I was in charge of building the social sector from top to bottom and started Verizon's social channels on FB, Twitter, LinkedIn and Giphy. I also sold in a documentary series that was shot across the nation for Verizon Wireless, a first for that client.

SR ART DIRECTOR

2011-2013

HAVAS WORLDWIDE

Led creative on Ritz Crackers resulting in commercials being aired during two separate Super Bowls. Was primarily working for Reckitt Benckiser (Lysol, Airwick, Finish, Durex, etc) on 360 campaigns. I also worked on campaigns for clients such as the Ad Council, Chivas, Heineken, Dos Equis, NY Life and Charles Schwab.



EDUCATION

MIAMI AD SCHOOL

2005 - 2007

UNIVERSITY OF FLORIDA

1999 - 2003

PORTFOLIO IN ART DIRECTION

Bill Bernbach Diversity Scholarship Winner 2007

BACHELOR OF SCIENCE IN ADVERTISING

William Rion Award for Cabinet Director 2003



SKILLS

Photoshop	<div><div></div></div>
Illustrator	<div><div></div></div>
Indesign	<div><div></div></div>
Sketch	<div><div></div></div>
Premiere Pro	<div><div></div></div>