

# Sara Lugo

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## Experience

**Art Director, RAPP (New York, NY)** 2007-Present

**Clients:** Mercedes-Benz, Mercedes AMG, Gardasil, Lactaid, New Business

- Concept, execute, and coordinate production across digital, print, and direct campaigns
- Manage all aspects of creative execution, from junior designers, to developers, and photoshoots
- Maintain and build relationships with existing and new agency clients
- Creative lead on Mercedes-Benz, company's oldest and most prestigious account
- Hand-picked for ad hoc elite team on the NY agency's first global entertainment marketing project

**Owner/Founder, Explosive Kiwi (explosivekiwi.com)** 2005-Present

- Develop original designs for handbags and accessories from sketch to final product
- Hand-assemble pieces using a range of materials and trimmings
- Advise and work directly with clients

## Awards

- Webby Award shortlist (Pharmaceutical) for gardasil.com, The Webby Awards 2009
- Gold (best CRM) for Get-to-Goal Alliance, DTC National Advertising Awards 2010
- Silver (best branded web site) for gardasil.com, DTC National Advertising Awards 2008
- Bronze for "Scrap" Third Page Ad, The Rx Club 2008

## Education

**Providence College (Providence, RI)** 2003-2007

- B.A. Studio Art (Digital Imaging Concentration), Art History minor
- 3.7 GPA, Dean's List, graduated Magna cum Laude

**Syracuse University Abroad (Florence, Italy)** 2006, Spring

- Focus in Studio Art // Drawing, soft sculpture, silk painting, jewelry making

## Skills

- Computer // Photoshop, InDesign, Illustrator, Flash, and Microsoft Suite, HTML/CSS
- Analog // Drawing, textile design (silk painting, screen printing), sewing, crochet, knitting
- Language // English (awesome), Spanish (proficient), Italian (basic knowledge)