



Hi! I'm Mars Nevada (they/them)!

I'm an art director and designer driven by strategy.

EDUCATION

- The University of Nebraska at Omaha, 2020
- Bachelor's of Science in Communication
- Major in Journalism & Media Communication, with concentrations in Public Relations, Advertising and Graphic Design, *summa cum laude*

4A's Multicultural Advertising Internship Program

Summer 2021 Fellow

- Team lead, creative director and art director on short spec campaign sprints with a team of fourteen fellows across creative, strategy,
- Provided peer support to fellows through copy editing advice and graphic design support.

Organic Inc.

UI/UX Design Intern

February - August 2021

- Assisted with research and strategy, competitive and comprehensive audits of online experiences, and distilling insights into digital designs across multiple breakpoints.
- Built out component library resources to facilitate fast-paced and consistent design work.
- Worked on and handed off digital design components in Figma and Zeplin to ensure internal and client deadlines were met.

A/B Partners

Creative Strategy Intern

February 2021 – May 2021

- Researched and put together data and insights for creative strategy and strategy documents.
- Designed decks for successful presentations, pitches, and client meetings.
- Sourced creative assets and put together art direction inspiration for creative teams.
- Designed, wrote copy for, and built out creative concept pitches, campaigns, and creative assets (social, print, OOH, video, etc) for clients.

University of Nebraska at Omaha, U.N.O. University Communications

Multimedia Intern

August 2019 – December 2019

- Shot and edited photos of campus features, events and highlights for use in marketing campaigns, social media and website content.
- Created fun and engaging GIFS for U.N.O's official GIPHY brand channel which reached more than a million views soon after launch.

Women's Fund of Omaha

Social Media Intern

May 2019 – August 2019

- Designed and animated fun and engaging social media content and brainstormed copy to promote pro-active health behaviors in local youth.
- Production, photography and art direction on shoots for social media creative.

MaverickPR

Account Associate, Creative Director, Brand and Web Consultant | Aug. 2018 – Dec. 2020

- As an account associate, assisted with client creative work and new business development.
- As the creative director, led professional development, branding projects, managed clients and led creative projects and campaigns.
- As consultant, assisted with rebrands and web design projects.

Havas New York

Production Intern

June 2018 – August 2018

- Helped producers meet deadlines by assisting with day-to-day production needs from on-set production assistance, art sourcing, talent paperwork, sourcing music, and more.
- Led production and project management on a team of 30+ creative and media interns on a mental health awareness campaign.

say hi at

messagesfrommarscreative@gmail.com | full resume & portfolio: earthtomars.me