



MARIE BORIA

CONTACT



M.MARIE.BORIA@GOOGLEMAIL.COM



MOTHER TONGUE: FRENCH
FLUENT IN: ENGLISH AND GERMAN

- Highly dedicated and motivated art director with 10+ years of work experience in a variety of industries with focus on digital and social media
- Multidisciplinary designer, able to create advertising across all medias under tight deadlines including online campaigns, weekly digital & social media assets, photography, rebranding, offline-advertising and events
- Experience in advertising agencies as well as with clients (directly with marketing and sales teams)
- Excellent interpersonal skills and the proven ability to build and maintain strong and effective customer and collegial relationships
- Strong business ethics and a focus on client needs

WORK EXPERIENCE & PROJECTS

SINCE
FEB.
2015

FREELANCE - ADVERTISING AGENCIES AND COMPANIES

ART DIRECTOR / *Munich, Germany*

GERMANY + INTERNATIONAL MARKETS

Starbucks, Glamour, Volvic, Vogue, Bosch, Oreo, Milka, Paramount, Freixenet, Bahlsen, Iglo, Eurowings, Canal+, Mastercard, Saturn, GQ, Allianz, Baywa, Bionade, Carglass...

AGENCIES: Cond Nast, Service Plan, Webguerillas, The Hyphe, 1-2 Social, Klondike...

SECTORS: Food & drink, fashion, lifestyle, travel, technology

SERVICES:

- Concept, development and design of online advertising campaigns (overall look, landing-pages, banner ads, newsletters / CRM, social-media content and ads, gifs, mobile adaption)
- Photography on location or in studio and stop-motion videos
- Social media - notably Instagram & Facebook (weekly assets - images and short videos)
- Rebranding (Rebrush of corporate identity and website)
- Direct mail and offline advertising (flyers, mailers, inserts, billboards, displays, Out of home)
- Commissioning other specialists (UI-UX designers, motion designers and photographers)

JAN.
2015
-
NOV.
2012



WEBGUERRILLAS GMBH - ADVERTISING AGENCY

JUNIOR ART DIRECTOR / *Munich, Germany*

GERMANY + INTERNATIONAL MARKETS

Bosch, Whiskas, Wrigley's, Mini, Bahlsen, Milka, Game of Thrones, Opel, Jacobs, Saturn, Tassimo, Dreamies...

- Concept, development and design of online advertising campaigns (overall look, microsites, landing-pages, banner ads, newsletters, social-media content and ads, gif, mobile adaption)
- Photography in studio and stop-motion videos
- Specialized in design for social media (weekly assets)

WORK EXPERIENCE & PROJECTS

OCT. 2012 - AUG. 2012		WESTWING HOME & LIVING GMBH JUNIOR ART DIRECTOR / <i>Munich, Germany</i> EUROPEAN MARKET <ul style="list-style-type: none">- Concept, development and design online-advertising (banners, gifs, newsletters / CRM, affiliation, landing pages and social media)- Development & rebrush of corporate identity
JULY 2012 - OCT. 2008		MYDAYS GMBH JUNIOR ART DIRECTOR / <i>Munich, Germany</i> GERMANY + EUROPEAN MARKET <ul style="list-style-type: none">- Development and design of 360° on- and offline creatives (microsites, landing-pages, banners, newsletters, social-media, flyers, booklets, greeting-cards, mailing, B2B...)- Recruiting of new employees
		INTERNSHIP, PRODUCT MANAGEMENT / <i>Munich, Germany</i> FRENCH MARKET <ul style="list-style-type: none">- Development of a portfolio of products: price analysis, online-studies (e-tracking, SEO analyses), website-optimization (mydays.fr)- Acquisition & negotiation with potential French event-partners (phoning & emailing)- Customers service and teaching of new employees
JUNE 2008 - MARCH 2008		REFLEX GROUP - ADVERTISING AGENCY INTERNSHIP, ASSISTANT ADVERTISING / <i>New York, USA</i> AMERICAN MARKET <ul style="list-style-type: none">- Conception and planning of online-campaigns for the client: Maison de la France- Design and programming of online creatives (landing-pages, banners, newsletters)

EDUCATION

2011	ART DIRECTOR CLASS <i>Munich, Germany</i>
2007 - 2008	BACHELOR DEGREE COMMUNICATION & ADVERTISING <i>Nancy II University, France</i>
2007 - 2008	UNIVERSITY DEGREE DESIGN, COMMUNICATION & MULTIMEDIA <i>Speciality: communication & project management - Chambéry University, France</i>
2002 - 2005	HIGH SCHOOL DEGREE ECONOMIC SCIENCE <i>Hightschool Blaise Pascal, Lyon, France</i>

SKILLS / PERSONAL

LANGUAGES FRENCH: MOTHER TONGUE ENGLISH: FLUENT GERMAN: FLUENT COMPUTER / SOFTWARE DESIGN: <ul style="list-style-type: none">• CREATIVE SUITE CC 2019: PHOTOSHOP, INDESIGN, ILLUSTRATOR, BRIDGE, AFTER EFFECTS...• SKETCH COMPUTER SCIENCE: <ul style="list-style-type: none">• BASIC KNOWLEGDE IN HTML CRM: • MAIL CHIMP • GET RESPONSE OTHER: • MS OFFICE (WORD, EXCEL, OUTLOOK AND POWERPOINT) <ul style="list-style-type: none">• GOOGLE APPS
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