

CONTACT

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Washington DC, Metro Area

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EDUCATION

M.F.A. MULTIMEDIA ART

George Mason University | VA

B.F.A. COMMUNICATION DESIGN

Art Center College of Design | EU/CA

CERTIFICATES

[Artificial Intelligence Enablement](#),

issued by **Booz Allen Hamilton** (2023)

- Familiarity with basic Artificial Intelligence (AI) approaches and concepts, how to identify and brainstorm AI opportunities for clients.

[UX Master Certificate](#) (#1028090),

issued by **Nielsen Norman Group** (2022)

- UX Management, UX Research, and Interaction Design

PUBLICATIONS & AWARDS

- American Advertising Awards** (Multiple)
- Capitol Communicator**, (2017)
[Innovation Was Theme at the 2017 ADWDC](#)
- Publicis Group Newsroom**, (2014)
[How Brazilian Brands Reacted to Brazil's Unprecedented Loss](#)

PROFESSIONAL PROFILE

I am a Creative Director and Brand Architect dedicated to the art of the "Scaleable Brand." For over a decade, I have delivered award-winning campaigns and large-scale rebrands by balancing creative excellence with rigorous system development and oversight. In a large corporate environment, creativity requires a robust framework to thrive. I specialize in the ongoing management of marketing ecosystems, ensuring that every asset serves a strategic purpose.

WORK EXPERIENCE

2018 – 2025 **Senior Lead/Creative Director**, Booz Allen Hamilton | VA

2015 – 2018 **Associate Creative Director**, GMMB | DC

2011 – 2015 **Senior Art Director**, Publicis Group (QorvisMSL) | DC

In addition, served in consulting and full-time Art Director/Designer roles, creating and preparing print, online, and collateral marketing materials; led creative direction and multi-channel communication initiatives for Fortune 500 Clients that delivered market-leading results for agencies nationwide, including Lawrence & Schiller in Sioux Falls (SD), Discovery Communications, in Bethesda (MD), and Foote, Cone & Belding in San Francisco (CA).

CLIENTS & INDUSTRIES

Technology & Communications – Booz Allen Hamilton, AT&T Wireless

Defense & Government – Huntington Ingalls Industries

Automotive – Nissan, AAMCO

Financial – Huntington Bank

Health Care – AARP, The Mayo Clinic

Packaged Goods – Snickers Ice Cream, Land O' Lakes

Sports – Oakland A's, Major League Baseball

Alcoholic and Non-Alcoholic Beverages – American Beverage Association,

Land O'Lakes, International Delight, E&J Gallo Winery, Woodford Reserve

Nonprofits and Trade Associations – The Red Cross, UnitedWay

TECHNICAL SKILLS

Core AI Platforms: Gemini 3 (Google Workspace) · NotebookLM

Visual AI Platforms: Nano Banana Pro · Midjourney v7 · Dall-E · Adobe Firefly · Veo 3

Functional Categories: Adobe Cloud · Express · CC Library · Photoshop · XD

· Illustrator · Premier Pro · InDesign · After Effects · Figma · Microsoft Excel

· PowerPoint · Excel · Word · CSS · Asset Bank · Crazy Egg · Power BI

Photography and video production: Directors, photographers, and talent hiring, selection, direction, management · Vendor selection and hiring · Pre-production and post-production · Assets alignment and execution

Digital Asset Management (DAM) Expertise: Metadata Management · Optimizing asset discoverability and retrieval · Asset Tagging, streamline, version control

· Asset management workflows · tagging strategies