



Susan Dorta

786-715-4128

SusanDorta.com

SusanDortaDesign@Gmail.com

SKILLS

- Ideating/Concepting
Art Direction
Branding
Digital & Print Assets
Script Writing
Basic Video Editing
Presenting
Simplifying Data
Problem Solving
Taking Initiative
Collaborating
Team Leading
Learning New Things

PROGRAMS

- Photoshop
InDesign
Illustrator
Premiere Pro
Microsoft Office
Keynote

EDUCATION

Bachelor of Fine Arts in Graphic Design
Barry University, 2014
Summa Cum Laude

THANK YOU FOR READING :)

Work Experience

Zimmerman Advertising

ART DIRECTOR

MAY 2024 - PRESENT

GRAPHIC DESIGNER
MARCH 2021 - MAY 2024

PRE-PRESS TECHNICIAN

FEB. 2020 - APRIL 2020
Layoff due to COVID-19

Gulfstream Media Group

GRAPHIC ARTIST
NOV. 2015 - DEC. 2019

G3 Engineering Design

GRAPHIC DESIGNER
JULY 2014 - NOV. 2015

Barry University

GRAPHIC DESIGNER
AUG. 2012 - MAY 2013

ASST. MARKETING COORDINATOR
JAN. 2011 - MAY 2012

Concepting, pitching, and executing multi-channel brand campaigns and media for a wide variety of brands. Creating visual assets, scripts, storyboards, and presentations that align with brand identities. Co-leading photography and video shoots for both TV and social, including providing creative direction in pre-production and post-production. Collaborating with Creative, Account Services, Strategy, Social, and Studio teams to efficiently create high-quality work on tight timelines.

CLIENTS:

- AutoNation Blue Compass RV KAY Jewelers
Five Below Unleashed Brands Ollie's Bargain Outlet
JetBlue Vacations Office Depot Planet Fitness

Proofread and created high-resolution files for approved ads, and sent them to various publications and vendors. Converted colors and ink density, adhered to all specs, and met all deadlines.

Created, edited, and reformatted print and digital ads for 7 high-end luxury magazines. Collaborated with clients on ad proofs and worked closely with the Production Manager to compile and upload final files for press. Designed all internal marketing materials for executives, publishers, and sales representatives. Created digital assets for internal social media, websites and newsletters, as well as for clients' programmatic ad campaigns.

Edited digital files, created branding/signage, designed ads, and updated website. Assisted with all file organization and various office tasks, including copyediting.

Designed graphics for stories and featured center spreads for The Barry Buccaneer newspaper. Organized general layout while leading efforts to improve the entire newspaper's design.

Designed campus posters for events. Created online graphics for Student Web.

Awards

2026 AMERICAN ADVERTISING AWARDS

DISTRICT: Gold, & "Best Of Category" Finalist • LOCAL: Best Of Show

Ollie's Bargain Outlet: Film, Video & Sound: TV Advertising - Regional/National - Single Spot - Up to 2:00

FLORIDA MAGAZINE ASSOCIATION - CHARLIE AWARDS

2018: General Excellence
Best Advertorial: Story or Section
(Consumer - 20k+)
for Jupiter Magazine - Bronze

2017: General Excellence
Best Ad: For A Client
(Open Circulation)
for Stuart Magazine - Silver

2016: General Excellence
Best Ad: Self-Promo
for Jupiter Magazine - Silver