




Camila Carrillo

Art Director & Creative Strategist

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PROFESSIONAL OVERVIEW

My career has always been about creativity in action, whether I was building brand stories, shaping social campaigns, mastering Adobe Creative Cloud, or finding fresh ways to connect with audiences. Even during my not-so-creative roles, I always applied this same mindset in order to solve problems, lead teams, organize projects, and develop big ideas that made an impact. I've worn many hats — often at once — and now I'm ready to channel this blend of imagination and execution as an art director and creative strategist — turning bold ideas into work that resonates.

WORK EXPERIENCE

Creative Freelancer | Self-employed

June 2025 - Current | New York, NY

- Creating social graphics, rebranding and developing creatiev strategy for small businesses and influencers.

Senior Project Manager | Mindshare, Unilever

April 2024 - June 2025 | New York, NY

- Designed and implemented forward-thinking processes that streamlined workflows, strengthened cross-department collaboration, and ensured timely delivery of media assets to clients.
- Led deep-dive audits and analysis to uncover insights that informed smarter strategies and elevated both creative and operational output.
- Developed and delivered visually compelling presentations that sold bold concepts, secured client buy-in, and aligned internal teams around a shared vision.

Social Campaign Delivery Manager | Accenture, Jaguar Land Rover

Aug 2023 - April 2024 | New York, NY

- Managed Jaguar Land Rover's social media accounts (17m+ total followers across platforms) while meticulously adhering to modern luxury brand guidelines.
- Leveraged data-driven insights and analytics to optimize organic and paid social strategy, ensuring alignment with client KPIs and driving impactful engagement.
- Collaborated with North American clients, global marketing teams, creative partners, and external agencies to align campaigns with brand vision.

Senior Analyst | Accenture, General Mills

June 2022 - Aug 2023 | New York, NY

- Selected to join Accenture Song's Growth and Product Innovation department, a versatile group focused on helping legacy clients launch and scale creative internal start-ups with \$100M revenue goals.
- Operated within strategy, marketing, and ops roles — managing client needs, tracking projects, and driving growth through account planning.
- Worked in tandem with art and design teams to craft social content, presentations, paid media assets, and award submissions, combining strategic insight with hands-on creative execution.

Brand Marketing & Operations Manager | SelectFew (start-up)

Jan 2021 - June 2022 | New York, NY

- Pioneered a new start-up's brand identity from inception to execution, creating the logo, defining brand elements, visual aesthetics, and messaging to create a cohesive market presence.
- Authored all internal and external communications—including emails, newsletters, announcements, and social content.
- Built the operations department by implementing a centralized model and cross-departmental roadmaps for scalable company-wide processes.

Marketing Manager | RLM Public Relations

Feb 2020 - Jan 2021 | New York, NY

- Managed social and marketing clients across entertainment, beauty, tech, legal, F&B, and CPG, integrating traditional and innovative strategies to create unique consumer experiences.
- Led 3 client rebrands from conception to launch through workshops, creative brainstorming, and competitor audits.
- Created and curated trend-driven graphic, video, and social content for 10+ clients across Instagram, X, Facebook, and Pinterest; created content calendars, wrote all social copy, and grew followings organically.

EDUCATION

The University of Florida | Gainesville, FL

B.S. in Journalism, concentration in Event Management & Graphic Design

TECHNICAL SKILLS

- AI Tools (Midjourney, ChatGPT, Claude)
- Adobe Creative Cloud
- Graphic Design
- Creative Strategy
- Branding
- Social Media Strategy
- Client Relations
- Deck Writing
- Canva
- Basic web/UX literacy
- Product Photography