

# MICHELE MARDORF

ASSOCIATE CREATIVE DIRECTOR

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## WORK EXPERIENCE

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### 180LA

Los Angeles, CA (Remote)

Associate Creative Director

(Contract) August 2025 - February 2026

- Led creative development for 2026 and 2027 global campaigns across Adidas, Originals, and Running, with a focus on performance and lifestyle-driven storytelling.
- Tasked with leading creative ideation for high-visibility cultural moments, while ensuring authentic integrations of existing cultural partners and athletes across global and local markets.
- Worked closely with the CEO and CCO to shape and present strategic creative platforms to senior leadership teams across multiple Adidas verticals.
- Developed creative territories and visual direction for the launch of a new Adidas Hyperboost footwear innovation, shaping storytelling across retail, digital, OOH, and experiential touchpoints.

### Wieden+Kennedy

New York City, NY (Remote)

Art Director

(Contract) March 2025 - August 2025

- Led creative conceiving and art direction for Verizon social campaigns, including collaborations with Rolling Loud, Lady Gaga, and Lainey Wilson, blending cultural moments with brand storytelling.
- Collaborated with production teams to direct on-site content capture and guide post-production, ensuring alignment with Verizon's brand tone and narrative across final deliverables.
- Shaped social-first campaign narratives from pitch to final delivery, co-developing decks with strategy teams and presenting concepts to senior Verizon leadership.

### Mass Appeal

New York City, NY (Remote)

Art Director

(Contract) October 2023 - July 2024

- Developed immersive exhibitions in cities such as LA and NYC, leveraging AI tools and emerging technologies for interactive elements and spatial design to create conceptual, engaging experiences that captivated audiences nationwide and achieved notable success.
- Led a social-first campaign announcement for Resorts World New York's \$5 billion expansion. Developed promotional assets, a Nas-led video reveal, and event branding, earning media coverage from Forbes, Billboard, and Afrotech highlighting the project's cultural impact.
- Directed multi-city branded entertainment campaigns, crafting social-first storytelling through Instagram content and original music tracks. Managed on-site experiences featuring influencers and celebrities from the campaigns, ensuring cohesive storytelling that seamlessly bridged digital platforms and in-person activations.
- Pitched and developed music-driven campaigns to leadership and clients, combining culturally relevant storytelling with audience insights to create impactful, resonant experiences.

### Hometeam Records

Miami, FL

Lead Art Director & Designer

October 2021 - October 2023

- Built a unique and conceptual brand identity for Hometeam Records, transforming the founders' vision into a cohesive style guide through in-depth brand exploration, interviews, and creative strategy. Directed 3D designers to create impactful visual assets that established the label's presence in the independent music space.
- Developed vertical-first music videos, contributing to the theme, treatment, concept, and production to craft visually compelling, mobile-optimized storytelling experiences that resonated with digital audiences.
- Collaborated cross-functionally with all teams at Hometeam Records, mentoring designers and working closely with artists to align creative strategies with artist development and broader company goals.

## **Apple**

*Art Director*

**Cupertino, CA (Remote)**

*(Contract) June 2021 - August 2021*

- Spearheaded the creative vision for a high-profile inclusivity initiative, developing a comprehensive 360 campaign that authentically connected with HBCUs through grassroots storytelling while humanizing Apple's technological innovation.
- Led a team of designers and collaborated closely with the marketing team to create digital, physical, and AR-driven assets, ensuring consistency across platforms and touchpoints.
- Pitched strategic creative concepts to Apple's leadership, driving stakeholder buy-in for a campaign that reinforced Apple's mission to empower HBCU communities for this fast-paced, project-focused contract role.

## **Dreamville**

*Art Director*

**New York City, NY (Hybrid)**

*(Contract) June 2021 - August 2021*

- Led the rebranding process for Dreamville's brand assets during their vertical expansion, guiding the creation of logos and pitch decks to align with the company's evolving business ventures and creative direction.
- Curated the Instagram rollout strategy for Bas and J. Cole's single "The Jackie," crafting the social media aesthetic and driving high engagement through a visually cohesive rollout campaign.
- Directed a team of designers in creating promotional assets and on-site visuals for the Dreamville Chi League, a sports and music collaboration with Wilson and Amazon Music. Delivered 3D VIP invites, digital promo assets, landing page, and environmental design for the venue to ensure a cohesive and culturally-relevant experience.

## **The Times**

*Junior Art Director*

**Chicago, IL (Remote)**

*(Contract) July 2020 - September 2020*

- Developed creative concepts and guerrilla marketing campaigns for brands like White Claw and GNC, delivering innovative creative solutions that drove audience engagement through cultural insights.
- Designed mobile-first solutions utilizing emerging tech tools to connect with Gen Z and Millennial audiences across social platforms, delivering culturally relevant and innovative content.
- Led the development of AR-driven initiatives to support new business efforts, showcasing the agency's future-focused creative capabilities to prospective clients.

**Brands & Agencies I've Worked With (Including Freelance):** Adidas, Apple, BMO, Ciroc, Dreamville, David Yurman, Gatorade, GNC, Google Pixel, Hometeam Records, Los York, Miami Heat, Mass Appeal, MLB, NBA, Paramount, Pullwax, Resorts World NYC, Red Bull, SoHo Experiential, TBWA, The Times, Verizon, White Claw, Wilson, Wieden + Kennedy, and 180LA.

## **LEADERSHIP EXPERIENCE & ACTIVITIES**

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### **The One Club for Creativity**

*Vice President & Creative Director*

**Miami, FL**

*2019 - 2025*

- Drove the creative and strategic evolution of The One Club Miami since 2019, advancing from volunteer to Vice President & Creative Director. I spearheaded the creative vision for all chapter events, including the annual One Club Awards Miami, enhancing visibility and engaging more diverse audiences through cohesive themes and impactful promotional assets.
- Pioneered and produced the chapter's largest event to date, uniting the three leading creative nonprofits in MIA for a first-ever, community-focused panel that elevated the visibility and engagement of the organization.
- Built partnerships with schools and diversity-focused programs, fostering collaboration and sponsorships that empower young creatives and strengthen community impact.

**Creative Futures Collective x Soho House**

*Art Director / Mentee*

**Miami, FL**

*2024*

**Marcus Graham Project**

*Lead Art Director / Fellow*

**Dallas, TX (Hybrid)**

*2021*

## **SKILLS & INTERESTS**

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**Skills:** Art Direction, Branding, Concepting, Graphic Design, Creative Strategy, Social Media Campaigns, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects, InDesign), Basic Motion Graphics, MidJourney AI, ChatGPT, Nanobanana, Spark AR, Figma, Procreate, Wix, Squarespace, Google Workspace, iWork Suite.

**Passions:** Multiculturalism, Music, Art, Sports, Design, Technology, Innovation, Wellness, Strategy, Community, Diversity & Inclusion, AI, and the craft of Art Direction.

**Languages:** English, Spanish, German, Catalan.

## **EDUCATION**

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**Miami Ad School**

*Certification in Art Direction & Digital Design*

**Miami, FL**

*April 2021*

**Florida International University**

*MS in Global Strategic Communications | Summa Cum Laude | GPA: 4.0*

*BS in Advertising | Minor in Art | Magna Cum Laude*

**Miami, FL**

*April 2021*

*August 2019*