

ANGEL *cisneros*

Art director with hands-on experience in integrated campaigns, digital content, and brand strategy for entertainment, food, and finance

CONTACT

aangelcs.com

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SKILLS

design & tools

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Lightroom), Webflow, Figma, Microsoft Office, Google Suite

video

Premiere Pro, After Effects

artificial intelligence

ChatGPT, Midjourney, Dall-E, Firefly

areas of expertise

Conceptual thinking, multi-channel campaigns, social media marketing, graphic design, digital content creation, brand strategy

language

Spanish (Native), Korean (Proficient)

EDUCATION

Boston University | *Sep 2020 - May 2024*

B.S. Advertising

EXPERIENCE

Moroch | *creative intern*

Sep 2025 — Dec 2025 / Dallas, TX

- Enhanced agency's brand consistency across digital platforms (Instagram, LinkedIn, TikTok) by redesigning social assets with updated visual guidelines
- Supported the execution of multi-channel campaigns for McDonald's, DART, and PluralSight by preparing assets, managing file specs, and ensuring quality control for deliverables across various formats
- Demonstrated adaptability and initiative by learning new creative tools (Illustrator, Premiere Pro, Webflow) and integrating them into daily workflow

Boston University AdLab | *art director*

Sep 2023 — Dec 2023 / Boston, MA

- Conceptualized and developed multi-channel campaign for SiriusXM's November 2023 rebrand
- Ensured cohesive brand messaging and visual design across social, OOH, and email executions
- Collaborated with creative, strategy, and account teams to develop final client presentation
- Awarded with "Best of Show - Creative Campaign" at end-of-semester AdLabbies ceremony

MEmusic. | *art director*

Aug 2023 — Nov 2023 / New York, NY

- Established brand identity by determining typefaces, color palette, and visual design elements to be used in all future digital content
- Ideated, developed, and managed digital content for social platforms (Instagram, TikTok)
- Increased social media following and engagement by 31% over three-month period by researching and reporting on latest news and trends within music industry

Digitas / GroupeConnect | *creative intern*

Jun 2023 — Aug 2023 / Boston, MA

- Brainstormed and developed creative campaign concepts for Bank of America's print and digital advertisements
- Conducted target audience research and analyzed industry trends to inform content strategies
- Developed copy for Bank of America's marketing materials, including print and online ads, websites, and social posts
- Collaborated with creative, strategy, media, and account departments to ensure cohesive and effective messaging across all brand touchpoints

Concept Arts, Inc. | *social intern*

Feb 2023 — Apr 2023 / Los Angeles, CA

- Tracked social listening analytics and drafted research reports on current entertainment industry landscape
- Ideated, developed, and pitched social content strategies for film and TV releases
- Collaborated with senior coordinators to manage assets and draft social media content
- Collaborated with account managers to client relations and ensure effective campaign executions
- Launched social marketing campaigns for feature films (Scream VI, The Little Mermaid 2023, John Wick 4), garnering 1M+ impressions per post