Rosana Amado
Miami, FL | (305) 753-6266 | rosycreativo@gmail.com | Rosana Amado | LinkedIn

PROFESSIONAL PROFILE

Associate Creative Director with 15+ years of agency-side and digital-first brand experience (including 5+ years leading teams at the ACD/Creative Manager level), reporting directly to leadership and driving high-impact campaigns across automotive, energy, and fast-moving consumer sectors. Digitally native expert specializing in fast-moving, high-performance creative tailored for Meta, TikTok, Instagram, and omnichannel ecosystems. Proven track record of turning sharp digital insights into measurable conversion lifts, scaling multi-channel output, and integrating cutting-edge AI workflows to compress production timelines. Collaborative, high-energy leader who partners smoothly with executive leadership and cross-functional stakeholders to accelerate brand growth. **Bilingual (Spanish/English).**

Areas of Expertise: *High-level Concepts |360° Integrated Campaigns | Brand Strategy & Identity Systems | Strategic Design | Creative Direction | Pitch Development | Client Relationship Management | Broadcast & Digital Production | Social Media Strategy | Influencer & Celebrity Partnerships | Generative AI Workflows | Team Leadership | Experiential Marketing | Multicultural Marketing | Adobe Photoshop | Illustrator | InDesign | Premiere | XD | Figma*

WORK EXPERIENCE

CCOMGroup Inc. | Miami, FL **2016 – Present**
Associate Creative Director

- Lead 360° creative strategy for major fast-paced regional and national accounts (including Southeast Toyota Distributors, Quaise Energy, and FPL) across digital, social (Meta, TikTok, IG), OLV, and broadcast channels for 10+ years, maintaining near-perfect biannual client satisfaction scores.
- Spearheaded the core digital and influencer creative for the "As Hybrid As You Are" campaign, driving **46K+ clicks (+153%)** and **1,552 leads (+214%)** while aggressively **slashing CPL by 33%**.
- Collaborated on high-velocity performance and brand initiatives, such as the RAV4 “Explorers” and Corolla “Susto” campaigns, achieving Best of Show/Gold ADDY honors and driving major brand-perception lifts (+24% family-oriented, +18% fun to drive, +15% adventure-seeking).
- Architected winning pitch concepts and brand identity systems that successfully onboarded and retained key clients, including Quaise Energy, Barry University, Jackson Healthcare, and Guac On.
- Designed and concepted agile, multi-market social-first digital campaigns—including the 2-year Inter Miami/World Cup creative strategy—maximizing digital assets across multiple sales cycles to dramatically cut secondary production bloat.

- Pioneered the integration of generative AI workflows (Krea, Nano Banana, Seedance 2.5) into daily creative development, accelerating rapid pre-visualization and concept-to-execution timelines from weeks down to days.

Comomground/MGS | Coral Gables, FL **2012 – 2016**
Art Director

- Designed fast-moving digital, social, and broadcast campaign creative for high-volume accounts like Southeast Toyota, contributing to multiple ADDY Award wins.
- Created agile presentation templates and pitch decks adopted agency-wide for fast-turnaround new-business pitches.
- Concepted and produced social media campaigns focused on real-time engagement and digital community growth.
- Contributed core creative to high-profile new-business wins including Florida Lotto, Miami Marlins, MilkPEP, Visit Florida, and beIN Sports.

Freelance | Miami, FL **2012**
Graphic Designer

- Developed digital display advertising campaigns, branding materials, and fast-turnaround collateral for regional retail and business clients.
- Designed and launched digital display advertising campaigns for local businesses.
- Aided in the redesign of the Miami Seaquarium Splashtacular event logo, a statewide recurring event.

Cover Magazine | Valencia, Venezuela **2009**
Graphic Designer

- Executed layouts, digital pre-press file preparation, and precise color correction for high-volume print and digital publishing.

EDUCATION

Bachelor's degree in advertising | Miami International University of Art & Design | Miami

Associate Degree in Graphic Design | Instituto de Diseño de Valencia | Venezuela

HONORS & AWARDS

- Silver, 2025 Hispanic Marketing Council (HMC) Strategic Excellence Awards "As Hybrid As You Are" Campaign, Southeast Toyota (Content Creator & Consumer Engagement Strategy).
- Bronze, HMC Strategic Excellence Awards, 2022 RAV4 "Explorers" Campaign, Southeast Toyota.
- Best of Show (Cross-Platform) and Gold ADDY (Animation, Special Effects or Motion Graphics) RAV4 "Explorers" Campaign.

- Silver ADDY Awards (4) Southeast Toyota Affordability (social media & TV), Corolla “Susto,” and RAV4 “Explorers” TV:30.
- 2022 Gold ADDY, 2022 Silver ADDY, 2020 Best of Show ADDY, and 2020 Miami District ADDY.