

BIANCA LAURITA

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EDUCATION

**Savannah College of Art and Design
Savannah, GA**

- ▶ Bachelor of Fine Arts in Advertising & Branding, Art Direction, May 2025
- ▶ 3.93 GPA *Summa Cum Laude*

SKILLS AND TOOLS

Skills: Project Management, Creative Strategy, Art Direction, Teamwork, Time Management, Leadership, Effective, Communication, Brand Storytelling

Tools: Ai Technologies, Adobe Illustrator, In Design, Photoshop, Figma, Slack, Outlook

AWARDS & ACHIEVEMENTS

American Advertising Awards (2025)

- ▶ Winner of 10 ADDY Awards
- ▶ Best in Show Video- Love at First Sip, Aperol
- ▶ Judges' Choice- Into the Stream, Netflix
- ▶ Multiple Wins in Campaigns, Cinematography, and Art Direction

Clio Awards Nomination (2025)

- ▶ Nominated by SCAD for Brand Film & Campaign, Love At First Sip, Aperol

Young Ones Merit Award (2025)

- ▶ Recognized by The One Club for Creativity for excellence in brand film and campaign collaboration.

SCADDY Award Winner (2025)

- ▶ Won two SCADDY Awards for Best Brand Film and Best Social-First Campaign

HONORS & OPPORTUNITIES

SCAD SPRINT x MATTE PROJECTS

- ▶ Selected by SCAD to craft a brand world to MATTE Projects' executive team within a two-week sprint

SCAD Star Student Shoutout

- ▶ Recognized by Oscar Betancur and Erin Buchanan for a positive attitude, leadership, public speaking excellence, eagerness to learn, and active participation in and beyond the classroom.

ACADEMIC PORTFOLIO

Love At First Sip | Brand Film | Creative Director, Project Manager, Producer, Art Director

- ▶ Inspired by the Love Island franchise, this social-first campaign was created to emotionally connect with Gen Z through pop culture relevance.
- ▶ Art directed the full production—including casting, styling, set design, and shot composition—resulting in a multi-award-winning film
- ▶ ADDY Augusta Best in Show Video, Clio Nomination via SCAD, SCADDY Awards Branded Content Winner

SCADPro x COTY | 360 Campaign | Creative Director & Producer of Campaign Film

- ▶ Selected for SCADPro, a collaborative design studio between current students and business leaders to solve real-world brand, product, marketing, and design briefs.
- ▶ Created the campaign concept *Micromoments* chosen by COTY for the Philosophy Microdelivery Peel Kit designed to encourage small moments of self care through *The Power of Pause*.
- ▶ Managed an external film team and oversaw all production departments
- ▶ Worked closely with Philosophy's Global Marketing Team and executives and delivered a compelling campaign narrative through imaginative storytelling over 10 weeks.

PROFESSIONAL EXPERIENCE

Bumble Inc. | Bumble College

Events & Community Specialist | Savannah, GA | Sept. 2021 – May. 2025

- ▶ Organized 20+ branded events for SCAD and the Savannah community, driving thousands of student engagements and expanding Bumble's campus visibility.
- ▶ Produced content, managed social strategy, and led a team of student ambassadors to foster peer-to-peer brand affinity.
- ▶ Cultivated partnerships with local businesses, DJs, influencers, and venues to bring Bumble's mission to life through experiential marketing.

Blended Clothing Co. | Art Direction & Design Specialist | Los Angeles, CA | Aug 2021 – Present

- ▶ Designed high-performing graphic apparel for SHEIN, with multiple products ranking as #1 monthly top sellers and generating thousands of units in sales.
- ▶ Created brand style guides to establish & maintain cohesive visual identity across vendors.
- ▶ Engaged audiences through trend forecasting and client pitchdeck presentations.