



JACKIE JINSE MORAN

ABOUT & CONTACT

Name: Jackie Moran
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EDUCATION

Miami Ad School // New York, NY
Art Direction, 2015 -- 2017

Florida State University // Tallahassee, FL
BA in Advertising, Cum Laude, 2009 – 2013

AWARDS & PRESS

Cannes

Grand Prix, Film
Grand Prix, Film Craft
Gold x6
Silver x6
Bronze

One Show

Best in Film
Gold x11
Silver

D&AD

Black Pencil x2
Yellow Pencil x5
Wood Pencil

ADC

ADC Black Cube
ADC Gold x4

AdAge

Creative of the Year
Finalist 2021

Clios

Grand Clio
Gold Clio, Editing
Silver x2
Bronze

One Show

Next Creative Leaders
2021

WORK EXPERIENCE

Assoc. Creative Director | Consultant

Spotify// New York, NY// 2023

- Ideated around and developed the creative platform for the 2023 Wrapped campaign.
- Lead, conceptualized, and produced an integrated campaign for the 2023 Global Top Artist..
- Worked alongside team to concept & produce activations, OOH, and 8 films for Wrapped campaign.
- Work alongside design team to ensure consistent Wrapped visuals across all touchpoints.

Creative Director | Global Business Marketing

Global Creative Lab Tiktok// New York, NY// 2021 - 2023

- Leading projects on the product innovation team to launch, educate, and build awareness of new products and services.
- Creatively conceptualizing and directing multiple projects every step of the way from strategy to creative to production.
- Collaborating with and managing teams including designers and external vendors.
- Working with XFN teams to ensure alignment on strategy and larger business goals throughout the year.
- Adapting to an every-shifting landscape of a new product platform with limited production capabilities.
- Ensuring a consistent look and feel to distinguish Tiktok from more established entertainment and social media platforms.

Senior Art Director

Droga5// New York, NY// 2020 - 2021

- Facebook 'Good Ideas Deserve to be Found'
- NYT 'Life needs truth', part two
- Lead client and vendor facing relationships.
- Lead projects from the ideation phase straight through to production.
- Working with designers to create the aesthetic and visual language of a campaign.

Art director

Droga5// New York, NY// 2019 - 2020

- NYT 'Life needs truth'
- NYT 'The truth is essential'
- Chase 'This mama keeps going'
- Nordstrom 'An Open Mind: Gus Powell'
- Biofreeze 'The Pain is Coming'

PROFESSIONAL SKILLS



Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Photography, Videography, UX/UI, Social Media, Google Analytics, Social Analytics.