

LAURA BENOIT

ART DIRECTOR



+1 201.675.2201



lauraibenoit.com



lauraibenoit27@gmail.com



linkedin.com/in/laura-isabela-benoit/

EXPERIENCE

JACQUES, Havas Network
2024

Junior Fellow

Collaborated on concept development and executed designs for pitch decks, TV boards, social content, and brand guides.

THE 3RD EYE
2023-2024

Junior Art Director

Directed visual style for multi-platform content, and designed audience-targeted work across various accounts.

Popeyes X UMiami Partnership
2024

Creative Design Director

Led design team and directed creative from concept to launch; #SundayScaries is now used across Popeyes social media.

AAF NSAC
2023

Lead Art Director

Spearheaded a campaign for Indeed targeting 18-23 yr-olds that secured first place in the district-level competition.

UMiami School of Communication
2021-2023

Design Director

Developed marketing campaigns to enhance program visibility for Dept of Graduate Studies and Cinematic Arts.

Blue Dog Graphics
2020

Design and Printing Intern

From concept to production, working with creative team on complete high-quality project development.

EDUCATION

University of Miami
Graduated 2024

Magna Cum Laude

Bachelor of Science; Creative Advertising

School for International Studies
2022

Barcelona SAE Merit & Leadership Scholarship

Political Science & Cultural Studies

SKILLS

Spanish Fluency
Adobe Creative Cloud
Microsoft Office
Branding & Typography
Figma, HTML, CSS
Creative Writing
Painting & Illustration
Photography & Videography

AWARDS

2024 Young Ones Competition: Shortlist (x2)
2024 American Advertising Awards: District 4 Silver Addy
2024 American Advertising Awards: Miami Silver Addy (x2)
2023 AAF NSAC: District 4 First Place
2022 Cannes Future Lions: Shortlist
2020 Scholastic Gold Key Art Award
2020 Raymond "Hap" Harrison Award