

Mia Greenblatt

CREATIVE DIRECTOR

Boston

greenblattmia@gmail.com

6179490792 mobile

I am passionate about creating unique, memorable, on-site and social experiences that are on-brand, engaging and inspiring.

I specialize in creative integrated brand experience campaigns, creative direction and design, that deliver award-winning results for clients.

I'm cool under pressure, easy to work with and I never miss a deadline.

Experience

Creative Director

Boston

Apr 2019 - Present

Massport

Responsible for the creative vision of the Massport brand. Direct a team of creatives to produce integrated campaigns and digital content that connects with passengers, communities and stakeholders.

Associate Creative Director

Boston

Feb 2018 - Apr 2019

George P. Johnson

Design and execute large-scale experiential campaigns for Google, Macy's and AMEX.

ACD Design

Boston

Apr 2013 - Sep 2018

Jack Morton Worldwide

ACD on Puma, Liberty Mutual Sponsorship, Demandware and Nuance accounts.

Concept and execute multiple international campaigns a year.

Direct, supervise and mentor team of designers.

Sr. Art Director

Boston
Nov 2005 - Apr 2013

Arnold Worldwide

Concepted, created and developed integrated, award-winning experiential campaigns for: Fidelity's "Music Lives" with Paul McCartney, Vertex Pharmaceuticals, Sovereign Santander New England Revolution Sponsorship, Citizens Bank's "Green Sense," Panasonic U.S. Open Sponsorship, Ocean Spray's "Bogs Across America," Progressive Insurance's "Help Flo" Tour, Carnival Cruise Lines' "Maroon 5 Concert", and Lego "World of Ninjago" Tour. Other accounts include: New Balance, Goodyear, Volvo, VW, Tyson Foods McDonald's and truth.

Associate Creative Director

Boston
Dec 2002 - Nov 2005

Student Advantage

Manager of creative budget and hiring of all creative personnel. Responsible for art direction and design of all events, promotions, corporate marketing and partnerships, and new business units. Creative conceiving, event strategy, web development, experiential campaigns. Accounts include: New Balance, MTV and VW.

Art Director

Boston
Sep 1997 - Dec 2002

Boston Magazine

Art directed Elegant Wedding and New England Travel. Designed Special Advertising Sections for: Boston Harbor Hotel, Four Seasons Hotel, Museum of Fine Arts, Best of Boston, Brigham and Women's Hospital, American Express, Mercedes-Benz.

Art Director

Boston
1995 - 1997

Houson, Herstek & Favat

Print ad campaigns, logos, catalogs, posters, billboards. Fidelity, Massachusetts Office of Travel and Tourism.

Awards

2012 Hatch Award (Bronze Award) – Hidden C. Vertex
Hepatitis C Awareness Campaign

2012 Ex-Awards (Best Press/Media Event) – Carnival Magic
Launch

2012 Reggie Awards (Best Local, Regional Market Event) –
Ocean Spray, Bogs Across America Campaign

2011 Ex-Awards (Best Multi-Venue Consumer Event) –
Naughty Volvo Tour

Education

Design Graduate Courses

New York

School of Visual Arts

BA

Barcelona, Spain

Elisava College of Design

Skills

Creative Direction, Art Direction, Graphic Design, Experiential
Creative Direction, Creative Strategy, Digital Content

InDesign, Photoshop, Illustrator, After Effects, PowerPoint,
Keynote, Google Slides, Photography, Loomly, Asana,
Basecamp

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