

FRANCESCA CASILLAS

CONTACT

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EDUCATION

LOYOLA MARYMOUNT UNIVERSITY

B.B.A.
Marketing & Economics

M-School Institute of Marketing

SKILLS

- Adobe Suite
- Content Creation
- Photography
- Social Media Strategy
- Video Production
- Branding
- Graphic Design
- Sketch/Invision

INTERESTS

- Cooking
- Photography
- Crypto

ABOUT

Los Angeles based Art Director with a love for food, photography and representation. 8+ years experience creating brand work in broadcast, digital, social and print. Above all, I love what I do.

WORK EXPERIENCE

Dailey

ASSOCIATE CREATIVE DIRECTOR | July 2021 - Present

SENIOR ART DIRECTOR | November 2019 - July 2021

ART DIRECTOR | June 2017 - November 2019

- Created a campaign for Natrol melatonin based on the insight of sleep anxiety, growing the dollar volume by 65% in just 12 weeks
- Successfully evolved the look and use of Dole Packaged Foods to ingredient focused recipe content resulting in a 168% growth in social media audience and 270% growth in engagement
- Lead efficient quarterly photoshoot productions which resulted in 40-50 assets for use across multiple digital platforms
- Turned Southern California Edison from a company you call to complain to one of the top 10 in customer satisfaction (JD Power) by crafting culturally relevant stories in the first brand campaign in nearly a decade
- Developed the 1st Annual Eat + Drink Week for the City of West Hollywood, with 30+ restaurants and bars, encouraging local tourism

Orcí

JUNIOR ART DIRECTOR | May 2015 - June 2017

- Launched Dole's Latino social channels which after 9 months reached 3 million Latina Moms a month - 3x the average for the category
- Initiated an in-agency content studio to produce original, ownable and engaging social content
- Collaborated with Latino influencers to create culturally relevant social content and drive social engagement amongst millennials with Honda
- Pushed clients to become more efficient & cost effective by extending commercial shoots to plan for social content allowing for broadcast concepts to span 360

Pitch

CREATIVE INTERN | June 2014 - August 2014

- Assisted in the art direction of photoshoots for Living Spaces
- Concepted & designed pitch campaigns for the Super Bowl

TBWA|Chiat|Day

CREATIVE INTERN | May 2013 - August 2013

- Created monthly social media assets for Nissan
- Organized 1,000s of photos for Johnson&Johnson