



COLETTE LAPORTA

CONTACT

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EDUCATION

UNIVERSITY OF DELAWARE BFA Visual Communications 2019

UD Presidential Scholarship
3.6 GPA

VISUAL COMMUNICATIONS UK

London Study Abroad,
Summer 2018
Intensive discovery learning program
focusing on design and advertising.
Visits included: Mother, Saatchi and
Saatchi, Weiden + Kennedy, and
Wunderman Thompson.

SKILLS

Adobe Creative Suite
(Photoshop, Illustrator, InDesign, AfterEffects)
Art Direction
Social Media
Branding & Identity
Creative & Strategic Thinking
Photography
Motion Graphics
Video Editing
Figma

**MORE IMPRESSIVELY PORTRAYED ON MY MOM'S
FACEBOOK PAGE.**

A CREATIVE. A STORYTELLER. A NEW SOUL.

PROFESSIONAL EXPERIENCE

MARS SNACKING

Art Director, (01/2025 - Present)

Led the end-to-end development and delivery of brand-forward campaigns and multi-channel (digital, social, shopper, print) assets to support all the Mars confectionary brands. Collaborated cross-functionally with marketing and brand teams to translate strategy and consumer data into high-impact creative. Upheld brand standards and supported global marketing initiatives via cohesive brand storytelling and identity.

Collaborations include: Kate Spade New York, Wicked: For Good (Universal), the NFL, EA Sports, glaad, gopuff, KISS Cosmetics, the WNBA.

MARS SNACKING

Social Media Content Producer, (03/2020 - 01/2025)

Responsible for ideation and creative production of social media content (paid and organic) across the Mars portfolio. Led the company's introduction to TikTok via the launch of the first in-platform assets. Art directed, produced, and captured 360 product campaigns across social, dComm, brand websites, and OOH. Collaborated with internal brand teams and external creative media partners to create innovative work that leverages social listening to drive brand awareness and encourage fan engagement.

RED TETTEMER O'CONNELL + PARTNERS

Creative Intern, (Winter Intensive 2019)

Worked closely with multiple creative teams through designing brand extensions and experiences, conceptualizing for social media rollouts, and copywriting for TV spots.

Clients include: Dietz & Watson, Craftsman, Sierra, Nature's Bakery, and Reyka Vodka.

INVOLVEMENT

RUMBLE BOXING HOBOKEN

Manager on Duty, (03/2024 - Present)

Managed daily studio operations and workflow while upholding Rumble Boxing's brand culture. Delivered high-level customer service: specifically with issue resolution to ensure retention and a positive client environment. Handled CRM updates, bookings, retail sales, inventory, and memberships.

BALTIMORE RAVENS PLAYMAKER

Team Member, (04/2022 - 02/2023)

Represented and promoted the Baltimore Ravens through fan-engagement on game days, as well as volunteering at multiple charity events sponsored by the Ravens throughout the state of Maryland.