



CONTACT

(732)-609-4143 📞
claporta19@gmail.com ✉️
www.colettemlaporta.com 🌐
@colettelaporta_art 📷

EDUCATION

UNIVERSITY OF DELAWARE BFA Visual Communications 2019

Explored visual problem solving through design,
typography, advertising and other mediums

UD Presidential Scholarship
3.6 GPA

VISUAL COMMUNICATIONS UK London Study Abroad, Summer 2018

Five week intensive discovery learning program.
Focusing on Design and Advertising, visits included
Mother, Saatchi and Saatchi, Pentagram,
and Weiden + Kennedy.
Completed and presented briefs to
J. Walter Thompson.

SKILLS

Adobe Creative Suite
Social Media
Art Direction
Creative Thinking / Concepting
Photography
Video Editing
Illustration
Branding & Identity
Animation

CERTIFICATIONS

REDUCATION®

RED Digital Camera Training
3-Day intensive program taught by industry
professionals, committed to the development of
hands-on skills and knowledge of RED's workflow
process.

LIONS Nano MBA on Advertising 101
Certification of Passing Completion
Advertising Masters with Cannes Lion

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

A CREATIVE. A STORYTELLER. A NEW SOUL.

EXPERIENCE

MARS WRIGLEY

Social Media Content Creator, March 2020 - Present

Responsible for ideation and creative production of content on social media (paid and organic) for brands across the Mars portfolio. Led the company's introduction to TikTok via the launch of the first in-platform assets. Produced, art directed, 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 drives leverages social listening to drive brand awareness and encourage fan engagement.

RED TETTEMER O'CONNELL + PARTNERS

Creative Intern, Winter 2019

Worked closely with multiple creative teams through designing brand extensions and experiences, concepting for social media rollouts, and copywriting for TV spots. Clients include Dietz & Watson, Craftsman, Sierra, Nature's Bakery and Reyka.

BLOOM DAILY PLANNERS

Design Intern, August 2017 - February 2018

Contributed to product development and design, photography, promotional pieces, video walkthroughs and campaigns, and social media content. Actively participated in strategy meetings and the creative process from concept to production.

UDANCE DANCE MARATHON

Director of Media, May 2016 - September 2018

Led a team of creatives, overseeing and contributing to graphic design, website design, photography, and videography. Worked to raise money and awareness in a year long effort for the Andrew McDonough B+ Foundation to fight childhood cancer.

INVOLVEMENT

BALTIMORE RAVENS PLAYMAKER

Team Member, April 2022 - February 2023

Represented and promoted the Baltimore Ravens not only through fan-engagement on game days, but by attending multiple Ravens sponsored events as well as volunteering at charity events throughout the state of Maryland.

GAMMA PHI BETA SORORITY

Member, February 2016 - 2019

UNIVERSITY OF DELAWARE ALTERNATIVE BREAKS

Trip Participant, Spring 2017

Participated in environmental and cultural conservation service projects in Maryville, Tennessee. Protected the land and heritage native to the Great Smoky Mountains and the Cherokee community.