

ZARINA MENDOZA

ABOUT

LA native who now lives in a very, very cold city and for some reason still wants to stay cold.

EXPERTISE

Writing Learning
Talking Concepting
Art Directing Googling
Hashtagging Ping Ponging
Beer Tasting Adobe Suite-ing

EDUCATION

Art Center Winter '15
BFA Advertising with Honors
D&AD New Blood Yellow Pencil Winner

FIDM LA Summer '11
AA Visual Communications

John Burroughs HS Spring '09
High School Diploma with Honors
Business Academy
Breakfast Burrito Club President

EXPERIENCE

Energy BBDO Junior Copywriter
BAYER | SC JOHNSON | LUXOTTICA | HP | ZTE | WRIGLEY
Survived Junior Hell Year of 327 banners.
Gained production experience from initial concepting to finish: print/digital photography, TVCs, OLVs, case studies, radio, illustration, animatics, web, etc.
Trusted to lead productions sans CD's.
Pitched ZTE. Won.
Made it through my first winter ever.

Mullen Lowe LA Summer Intern '15
PATRON | ACURA | CA AVOCADOS | EINSTOK | IZZE
Helped on CA Avocado pitch. Won.
Ate too many avocados for research.
Took mandatory Patron shots in meetings.

180LA Spring Intern '15
MITSUBISHI | HEWLETT-PACKARD | BOOST | PEPSI
Wrote about cars, phones and tablets.
Captioned posts and tweeted things.
Learned the art of speaking to clients.
Also realized who dream killers were.

Saatchi&Saatchi LA Fall Intern '14
TOYOTA
Wrote about more cars.
Sold my very first national commercial
Got my line on the LA King's Zamboni.
Validated my career in advertising.
Discovered ping pong.

CONTACT

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