

# Mariana Domingues.

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portuguese, english, italian  
lisbon, portugal

## creative director

Mariana Domingues is a Lisbon-born creative director working worldwide, shaping bold visual narratives in music and film. With a decade of studies in marketing, communication, and creative writing - culminating in a master's degree - she has creative directed music videos for A\$AP Ferg, Becky G, Unknown T, Mizzy Miles, Bárbara Bandeira and more, while also contributing to campaigns for Nike and A-Cold-Wall. Rooted in hip-hop and pop culture, her work merges intuition with precision, crafting visuals that feel both raw and refined.

## experience

### SELF-EMPLOYED

STARTED 2021 / LISBON, ITALY, LONDON, NYC, LA

### creative director

I've collaborated on music videos for artists such as A\$AP Ferg, Becky G, Bree Runway, Unknown T, Strandz, Bárbara Bandeira, Mizzy Miles and WetBedGang, as well as campaigns BTS for brands such as Nike and A-Cold-Wall. I've crafted pitches for Rhode Skin, Vodafone, Giveon, Central Cee, Skepta, Lil Wayne, JT, and A Boogie wit da Hoodie. My roles include conceptualising music videos and campaigns, conducting market research, curating references, overseeing production, managing global teams, and independently creating AI-powered visual content.

### DRESS FOR SUCCESS

APRIL 2018 - JUNE 2018

### marketing, public relations and advertising intern

Developed innovative social media campaigns and a comprehensive global communication strategy. Built strategic partnerships for collaborative events and organized a solidarity market event. Analyzed digital performance metrics to optimize the organization's outreach.

## education

### LONDON METROPOLITAN UNIVERSITY

MA creative, digital and professional  
writing 2022-2023

### FACULTY OF DESIGN, TECHNOLOGY AND COMMUNICATION

BA communication sciences  
2019-2022

### PORTUGUESE INSTITUTE OF MARKETING ADMINISTRATION

BA marketing management  
2018-2019

### PROFESSIONAL SCHOOL OF COMMUNICATION AND IMAGE

marketing, public relations and advertising,  
level 4, 2015 - 2018

## skills & publications

Creative Direction & Storytelling  
Social Media & Digital Strategy  
Adobe Creative Suite & Microsoft Office  
Global Team & Project Management



### EYECANDY FEATURE

featured three times with Powers Pleasant, A\$AP Ferg and Armani Caesar "Shmoke", Bree Runway "Just Like That" and Bárbara Bandeira "Não Gosta"



### FRAMESET FEATURE

feature two times with "Nike HO24 Y2K Global Campaign" (BTS) and Bárbara Bandeira "Não Gosta"

### MA DOCUMENTARY SHOW LONDON MET FEB 2023

selected for screening with the short documentary  
1/12 Moroccan Brothers

### GERADOR ACADEMY APRIL 2022

workshop activism: theories of change  
and conflict escalation

### BREDA UNIVERSITY MAY 2021

european intensive training program on  
integrated communication