

# Shary Junco {

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### CREATIVE DIRECTOR | Senior Designer / Visual Lead

Senior Creative Director with 15+ years of experience delivering branding, digital, experiential, and content-driven solutions. Proven record of increasing ticket sales, revenue, production output, and audience growth by aligning creative vision with technical execution. Recognized for building strong teams, advancing skills, and maintaining high client and stakeholder satisfaction.

### The World Famous Comedy Store | CREATIVE DIRECTOR | CALIFORNIA 2022-2026

Lead creative direction for photography, videography, branding, and promotional assets for comedians touring across the nation. Collaborate directly with talent and management to drive ticket sales, audience engagement, and brand visibility.

- Increased ticket sales and engagement through photo and video campaigns.
- Delivered high-volume creative production while maintaining brand consistency and quality.
- Strengthened long-term talent relationships through hands-on creative leadership.

### Melrose Podcasts | CREATIVE DIRECTOR / GRAPHIC + INTERIOR DESIGNER | CALIFORNIA 2019-2026

Built and evolved brand identity, studio interiors, and content systems from inception. Designed pitch decks, marketing materials, and established a process for creating content, supporting client acquisition and retention.

- Built brand identity and studio environments supporting client growth.
- Increased production efficiency and content consistency through improved workflows.
- Supported partnerships and pitches through high-impact visual storytelling.

### The Laugh Factory | CREATIVE DIRECTOR | CALIFORNIA 2019-2021

Directed creative strategy across digital advertising, marquee displays, and social media. Re-designed website and improved POS usability, increasing mobile ticket sales.

- Increased ticket sales and digital engagement by re-designing marketing systems.
- Improved customer experience by optimizing website usability and mobile ticket purchasing.
- Established scalable brand guidelines and a creative process.

### Plant Street Studios (incl. Prismatic/CTS/Elevux) | CREATIVE DIRECTOR / EXPERIENTIAL + DIGITAL | FLORIDA 2010-2019

Directed graphic design, experiential, and web development teams for major brands and attractions. Specialized in experiential design, gamification, UX/UI, and interactive business solutions. Led cross-functional project management and mentored creative and technical teams.

- Designed and developed digital platforms improving client visibility and operational efficiency.
- Built, trained, and mentored creative and technical teams, accelerating skill development.
- Consistently met creative, technical, and strategic objectives, maintaining high client satisfaction.
- Increased customer engagement and brand loyalty through experiential solutions.

#### SOFTWARE

Adobe Creative Suite  
Premiere + Final Cut Pro  
Microsoft Office  
Keynote

#### EDUCATION

Valencia College  
A.S. Degree  
Interactive Design

#### SKILLS

Creative Direction  
Brand Strategy  
Experiential Design  
UX/UI Design  
Digital Marketing  
Photography  
Videography  
Web Design  
Full-Stack Development  
Content Production  
Team Leadership  
Marketing Strategy

 FULL WORK HISTORY