

HELEN GIOVANNA

EXPERIENCE

- University of Oregon - BS Journalism + Communication, Advertising -
- Spectrum Advanced Esthetics-

Proplus Fitness - Portland, Or **Photo Art Director**

Oct 2022- Dec 2023

- Maintain consistency in content & ensure alignment with the brand identity and plans
- Lead photoshoot/video content days by making sure projects are executed in an orderly fashion
- Help develop new gym layout & make sure the brand is being represented in all areas of design
- Conduct market research to understand industry trends, consumer behavior & the competitive landscape
- Develop creative strategies for social content that align with the company's marketing goals & brand identity
- Managing timelines, tasks, and budgets for each project as well as providing feedback and edit direction

Nature Planet - Portland, Or **Product Developer + Photographer**

May 2021- Oct 2022

- Create impactful + compelling designs for stock + custom products
- Ensure project files adhere to all format, spec + process requirements including product photography
- Communicate with factories overseas by sending specs + mockups & inspect all the design samples
- Responsible for editing an image by image manipulation, color proofing & following company format
- Factor the margin price for all inventory using Microsoft Excel + Netsuite
- Collaborate cross-functionally with sales team, design team & customers company wide
- Follow category-specific style and photography guides to ensure consistency in product representation

Shop Adorn - Portland, Or **Executive Assistant + Content Creator**

Nov 2020- May 2023

- Work close with CEO/family in different roles everyday depending on high priorities
- Build relationships with brand ambassadors by recruiting influential partners to private events
- Assist with public relations, ensuring a positive and growing public image during events
- Forecast women's fashion trends + style models during photoshoots
- Assist with photoshoot setup + style box marketing by capturing photos/video's of products
- Deliver + pick up business related correspondence in a timely manner
- Be able to communicate clearly and assist with Leadership teams

Consign Couture - Lake Oswego, Or **Photo Producer**

Aug 2020- Oct 2020

- Partner with Merchandising + Planning team ensuring that all products go live at a specific time
- Balanced multiple projects simultaneously from start to finish
- Ensure final images selected from the photo shoots best showcase our brand and products
- Create esthetically pleasing layouts + visuals that support and reinforce business objectives
- Edit all images for the e-commerce platform and social media platforms ensuring accurate colors/details
- Create short verticals for social media advertisements

Oracle Advertising - Ghana, Africa **Art Director**

June 2017- Aug 2017

- Manage deck design for new client presentations
- Edit + publish articles for company website
- Conduct interviews + testimonials for video production team making sure talent is comfortable on set
- Collaborate as a team by brainstorming location scout for content creation and delegate work load
- Design + illustrate prints for magazines + OOH advertisements
- Learn how to produce media through the lens of a different culture
- Tailor content to specific demographic by researching audience and paying close attention to detail

SKILLS

- Photoshop -
- Attentive to detail -
- Strong Communication skills -
- Photo Retouching-
- Keynotes -
- Microsoft Excel -
- Product Management-
- Lightroom -
- Cap Cut & I Movie-
- Illustrator -
- Procreate -

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