

amelia sophia garip

Creative Strategist & Art Director

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EDUCATION

Savannah College of Art and Design (SCAD)

Exp. May 2026

B.F.A Advertising and Branding, Art Direction

Dean's List Scholar

Fashion Marketing and Business Entrepreneurship Minors

EXPERIENCE

Sunday - Founder & Creative Director | Dominican Republic

2025 - 2026

- Launched a lifestyle brand centered on the emotional experience of Sundays and modern femininity
- Designed a 3-piece pajama collection with distinct fabric concepts; led sourcing and supplier communication internationally
- Developed and executed a social-first communication strategy, selling out 60 units within 2 months
- Led customer experience through WhatsApp Business, creating a direct and personal brand relationship
- Directed full brand identity including packaging, photography, and art direction

Freelance Creative Consultant - Branding & Art Direction

2025 - 2026

- Designed comprehensive brand systems, including visual identity, tone of voice, and presentation frameworks
- Built emotionally driven brand identities grounded in strategy, user experience, and curated aesthetics
- Developed custom wedding websites that functioned as both invitations and centralized information hubs, with integrated RSVP systems directly connected to clients

Adriana Castro - Marketing Assistant Intern | Remote

Feb - Aug 2025

- Contributed to multi-platform content strategy and execution across Instagram and TikTok.
- Analyzed trend cycles and influencer behavior to inform creative direction and content positioning.
- Produced motion-based social content using AI-assisted tools to increase engagement.
- Supported e-commerce operations on Shopify, optimizing product visibility and assisting with SEO strategy.

Lacoste Study Abroad - Introduction to Textiles | Lacoste, Paris, London

Fall 2023

- Analyzed material production and craftsmanship to understand their role in brand heritage and storytelling.
- Evaluated luxury retail environments to study visual merchandising and consumer experience.

Whip It Pastry Shop - Entrepreneur | Dominican Republic

2018 - 2022

- Founded and operated a pastry brand, leading branding, marketing, and operations
- Designed and executed a social-first growth strategy that translated awareness into sales
- Directed full business operations, from product creation and client communication to logistics and delivery
- Created strategic in-person touchpoints by partnering with local hair salons, integrating the product into everyday consumer moments

CERTIFICATIONS

Introduction to Artificial Intelligence | IBMSkills Build

Feb 2026

SCADamp | Professional Presentation

May 2025

Inside LVMH | Fashion Business

Oct 2023

Adobe Certified Professional | Photoshop

Oct 2023

SKILLS

Expertise: Brand Strategy, Art Direction, Concept Development, Visual Storytelling, Integrated Campaign Development, Consumer Insight, Content Direction, User-Centered Design, AI-Driven Creative Thinking

Technical: Adobe Creative Suite (InDesign, Illustrator, Photoshop, Lightroom), Figma, CapCut

Languages: English (Fluent), Spanish (Native)