

amelia sophia garip

Creative Strategist & Art Director

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in/amelia-sophia-garip

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.

St Regis Cap Cana Marketing Department | Dominican Republic

Summer 2024

- Collaborated on branding and creative decision-making for luxury real estate and hospitality experiences at St. Regis Cap Cana, including restaurants, amenities, and lifestyle touchpoints.
- Supported the development of cohesive brand identities and guest experiences across hospitality, food & beverage, and residential initiatives within the St. Regis Cap Cana project.

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

AWARDS

Gold Winner, American Advertising Awards — “Rewind to What Matters” Kodak Campaign
(Guerrilla Marketing, Out of Home & Ambient Media, Integrated Advertising Campaign)

March 2026

Merit Award Winner, Young Ones One Show — “Launch It” Google Gemini Campaign
(Integrated Campaign, Creative Use of AI, Experiential & Immersive, Gaming)

May 2026

Top 3 Finalist, Young Ones One Show — “Launch It” Google Gemini Film & Video Campaign

May 2026

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)