

amelia sophia

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
Fashion Marketing and Business Entrepreneurship Minors

Dean's List Scholar

EXPERIENCE

Sunday - Founder & Creative Direction | Dominican Republic

2025 - Present

- Launched a sleepwear brand and sold out the first production run (40 units) within two months through organic brand storytelling and a social-led growth strategy.
- Developed a cohesive brand system across visual identity, tone of voice, and digital touch points.
- Directed narrative-driven campaign, overseeing photography, styling, and content production.
- Led end-to-end brand development, shaping the customer journey from concept to conversion.

Independent Creative Projects - Branding & Art Direction

2025 - 2026

- Designed comprehensive brand systems including visual identity, tone of voice, and multi-platform campaign executions.
- Led concept development and art direction across social, editorial, and digital experiences.
- Built emotionally driven brand worlds rooted in strategy and user experience.

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 Bakery - Entrepreneur | Dominican Republic

2018 - 2022

- Founded and operated an online bakery brand, leading digital marketing, brand strategy, and visual storytelling.
- Developed and executed a social-led growth strategy to build brand awareness and drive sales.
- Managed end-to-end operations, including product development, customer experience, and fulfillment.

CERTIFICATIONS

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

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

Languages: English (Fluent) · Spanish (Native)