

Heather Elise Harpole

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EDUCATION

FIDM | THE FASHION INSTITUTE OF DESIGN & MERCHANDISING LOS ANGELES, CA ASSOCIATE OF ARTS DIGITAL MARKETING

Anticipated: June 2022

Courses Include: Marketing & Brand Development, Digital Imaging, Concepts in Trend Forecasting, Mobile Photography, Computer Illustration, New Media Public Relations, New Media Trends, Intellectual Property & Media Law, Online Video Production

FIDM | THE FASHION INSTITUTE OF DESIGN & MERCHANDISING LOS ANGELES, CA BACHELOR OF ARTS DIGITAL MARKETING

Anticipated: June 2024

Courses Include: Studies In Leadership, Creative Business Management, Startups & Entrepreneurship, PR Writing For Social Media, Mobile Application Marketing, Search Engine Optimization and Analysis, Activated Marketing, Entertainment Licensing

EXPERIENCE

FREELANCE PHOTOGRAPHER + CREATIVE DIRECTOR: LOS ANGELES, CA JANUARY 2020-PRESENT

- Develops visuals for brands and social media figures using Adobe Lightroom and Adobe Photoshop.
- Advises clients on the artistic direction of their content on Instagram, brand websites, Pinterest, Facebook
- Shoots captivating images for companies including Revlon, Barbie, Parade, Hamsa Club, Lucky Life LA, Chazlyn Yvonne
- Conceptualizes social media campaigns and shoots editorial fashion looks for more than 50 clients

FREELANCE GRAPHIC DESIGNER + VIDEO EDITOR: LOS ANGELES, CA JANUARY 2020-PRESENT

- Proficient in software including Adobe Illustrator, Adobe Photoshop, Adobe XD, Adobe InDesign, Adobe Lightroom, and Final Cut Pro.
- Creates graphics and website designs for over 15 clients including Reverie 19, MVibe Magazine, Scorpio Jin Magazine, FIDM MODE, Meggie York
- Films and edits video content for brands on TikTok and YouTube (increasing engagement by 25 followers per post)

FREELANCE SOCIAL MEDIA MANAGER + MARKETER: LOS ANGELES, CA JANUARY 2020-PRESENT

- Increases engagement on social media platforms for influencers and brands by shooting eye-catching content
- Schedules over 30 posts for 3 brands utilizing content calendars to improve the quality of content and analyze results
- Proficient in apps including Instagram, TikTok, YouTube, Twitter, Facebook, Pinterest, Wordpress, and Shopify

PRICE LATIMER DIGITAL MARKETING + PHOTOGRAPHY INTERN: LOS ANGELES, CA MARCH 2022-PRESENT

- Assists Price Latimer, an interior designer based in the Los Angeles Arts District and Jane Derryberry, Price's production manager
- Photographs behind the scenes content during interior design projects, develops social media posts, assists with set designs, and establishes traditional and new media PR promotions.

HONORS

- Community Unite Playlist Live Panel Speaker: "Following trends versus being an individual" 2019
- FIDM MODE Magazine Editorial Board Member: Social Media and PR Manager 2021
- FIDM Presidential Honor Roll 2020-present
- FIDM Presidential Merit Scholarship 2020-present
- Interview with THV 11: "Little Rock teen using YouTube as career stepping stone" 2020
- Kim Petras "Malibu" Music Video Feature 2020
- MVIBE Magazine Feature 2021
- Scorpio Jin Magazine Feature 2021



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