

Heather Harpole

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EDUCATION

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, and Marketing Analytics

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

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

EXPERIENCE

FREELANCE CONTENT CREATOR + DIGITAL MARKETER: LOS ANGELES, CA JANUARY 2020-PRESENT

- Experienced in Illustrator, Photoshop, XD, InDesign, Lightroom, Final Cut Pro, WordPress, and Shopify
- Schedules over 30 posts for 3 brands utilizing content calendars
- Conceptualizes social media campaigns and shoots editorial fashion looks for more than 50 clients
- Advises clients on the artistic direction of their content on owned media channels
- Shoots DSLR and iPhone photos and videos for brands and public figures including Revlon, Barbie, Parade, Hamsa Club, Girls Crew, Lucky Life LA, and Chazlyn Yvonne
- Creates graphics and website designs for over 15 clients including Reverie 19, MVibe Magazine, and FIDM MODE

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

- Shoots content of commercial spaces and home installations for an interior designer's social media platforms
- Develops marketing assets, creates set designs, sources materials, analyzes content's performance, and assists in event planning
- Assistant production manager of the Chloe Sells Art Show: "Drugs Before Dinner, Death Before Dishonour"

GIRLS CREW SOCIAL MEDIA + MARKETING INTERN: LOS ANGELES, CA OCTOBER 2022-MARCH 2023

- Creates TikTok and Reel video assets for a leading jewelry brand (Increasing engagement by 25-100+ followers per post. Each video reaches 10K-300K views)
- Develops content for licensed collaborations with Marvel, Disney, Star Wars, Squishmallows, and Care Bears
- Researches social media trends and styles in pop culture
- Manages public relations through influencers, press outreach, and media kits
- Pitches concepts to the marketing team and brand collaborators
- Assists creative director and shoots DSLR photos for owned media channels and giveaways
- Schedules posts through Asana and Later

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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