

Heather Harpole

Los Angeles, CA | heathereliseharpolebusiness@gmail.com |
501-765-2061 | <https://heatherharpole.com/>

EDUCATION

FIDM | The Fashion Institute of Design and 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 and 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

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

Voyage LA Interview: Life and Work With Heather Harpole <http://voyagela.com/interview/life-work-with-heather-harpole-of-echo-park-west-hollywood/>

LinkedIn: <https://www.linkedin.com/in/heather-harpole/>

Instagram: <https://www.instagram.com/heatherharpolephotography/>