

# Carson Page

## Experience

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### Alana Eve LLC - Art Direction Intern JAN 2024- NOV 2024

- Collaborating on art direction during photo and video shoots
- Formulating and crafting emails, while diligently tracking and analyzing data
- Producing engaging content for both the company's website and social media platforms
- Conceptualizing innovative campaign ideas to enhance brand visibility
- Playing a pivotal role in generating creative copywriting concepts for captions, emails, and website content
- Identifying and engaging with influencers to secure brand partnership opportunities for the company

### Bumble Inc - Marketing Ambassador AUG 2023- JAN 2024

#### Team Lead

- Established and nurtured a vibrant community of Bumble users at SCAD by implementing diverse marketing strategies.
- Effectively communicated Bumble's core values to college students, fostering a positive brand perception.
- Demonstrated leadership by managing a team and overseeing monthly budget allocation.
- Orchestrated successful marketing events and efficiently handled merchandise orders to enhance brand visibility.

### Poes Tavern - Server/ Bartender DEC 2022- CURRENT

- Used effective sales/ marketing techniques to sell over 100+ types of cuisines
- Collaborated with a large team of employees to effectively manage crowds at large volume

## Academic Experience

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### Find Your Pepsi Person APRIL 2024

Pepsi X Bumble Campaign

- Lead a mock campaign where Pepsi encourages people to foster meaningful connections on Bumble through holiday-themed touchpoints and exclusive access to niche events.

### The Mate Mindset Tour APRIL 2024

Guayaki Yerba Mate

- Designed, created, and led a team creating a multifaceted campaign based around an immersive art showcase tour celebrating Guayaki Yerba Mate.
- Digitally designed live art exhibits for five cities. Includes live sustainable art creation, Yerba Mate cocktails, and exclusive merchandise. This campaign communicates the Mate Mindset through social, OOH, and installations, championing mindful living.



@AdsbyCarson



<https://vscoco/carsonpagee/gallery>

## contact

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carsonpagee@gmail.com

704-222-2228

<https://carsonpage.com>

## skills & expertise

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- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Canva
- Later Social
- Klaviyo
- Photography
- Art Direction

## extracurriculars

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- Deans List: 2022, 2023, 2024
- SCAD AD Club
- Academic Honors Scholarship

## education SEPT 2020 - JUNE 2024

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### Savannah College of Art & Design

B.F.A. in Advertising & Branding with a concentration in Art Direction