

# Carson Page

## Experience

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### Meta- AI Ads Team Creative

AUG 2025- NOV 2025

#### Designer

- Designed and refined ad visuals across Meta platforms to ensure consistency, accuracy, and brand alignment.
- Collaborated with teams to develop creative guidelines and optimize content performance.
- Evaluated AI-generated visuals and participated in internal testing to ensure quality standards.
- Applied deep knowledge of visual design principles, photorealism, and platform-specific creative best practices.

### Ringo Studio- Freelance Social

JUN 2025- PRESENT

#### Media Manager

- Own strategy and execution across Instagram, TikTok, Pinterest, and LinkedIn
- Lead weekly content planning and oversee social calendar
- Ensure brand consistency through visual design and voice across platforms
- Manage asset creation, video editing, and post production
- Support newsletter content and overall digital presence

### Alana Eve LLC - Social Media Manager

JAN 2024- NOV 2024

- Assisted in directing visual content for social media by collaborating on photo and video shoots
- Wrote and scheduled email marketing campaigns, tracking performance metrics to inform future content
- Created and published engaging content across Instagram, TikTok, and the company's website
- Developed creative campaign ideas to boost brand awareness and audience engagement
- Wrote compelling copy for captions, emails, and web content tailored to each platform's voice

## 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.

## contact

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704-222-2228

<https://carsonpage.com>

## skills & expertise

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- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Canva
- Later Social
- Klaviyo
- Figma
- Capcut
- 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