

# Carson Page

## Experience

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

- 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 2023- 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

## Accademic Experience

### Bath & Body Works Interactive Experience Campaign AUG 2023

- Effectively designed a Mock Campaign and interactive experience surrounding my design of an interactive customizable hand-sanitizer label machine.

### 818 Tequila Pop-Up Event Branding & Campaign JAN 2023

- Designed Print, Social, and merch advertising surrounding the branding of 818 Tequila.
- Incorporated an interactive "Which Tequila Are You?" quiz experience to draw more traffic to the website and introduce tequila to a generation of people who recently turned 21.



@AdsbyCarson



<https://vSCO.co/carsonpagee/gallery>

## contact

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<https://carsonpage.com>

## skills & expertise

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

## extracurriculars

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

## education SEPT 2020 - JUNE 2024

### Savannah College of Art & Design

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