

OLIVIA BRANDT

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EDUCATION

Savannah College of Art and Design
B.F.A. Fashion Marketing &
Management
Minor in Business Management &
Entrepreneurship
GPA 3.8
Spring 2017

INTERNATIONAL EDUCATION

SCAD Lacoste France Program
[June 2015-August 2015]
Study abroad opportunity with
focus on history of fashion and
visits to design ateliers

SCAD Hong Kong Program
[September 2015- November 2015]
Campus change opportunity with focus
on Contemporary Issues in fashion and
study of aesthetics and marketing

SKILLS

INDUSTRY RELATED

On Set Art Direction
Digital Media Content
Graphic & Layout Design
Photo Asset Management
Production Coordination

PROFESSIONAL

Self Driven
Detail Oriented
Communication
Problem Solving
Organization
Team Leadership
Collaborative
Teamwork
Entrepreneurial Spirit

SOFTWARE

Capture One
Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Premier Pro
Adobe XD
GlobalEdit

EXPERIENCE

FREELANCE ART DIRECTION & PRODUCTION - ALEXANDRA PIJUT DESIGNS [NEW YORK, NY] [FEBRUARY-JUNE 2023]

Created a full branding package for fashion designer Alexandra Pijut

Work included: Logo creation, business card and packaging design, hangtag and garment label design

Produced, Conceived, and Directed photoshoot of Fall 2023 collection and lookbook

LAFAYETTE 148 NEW YORK - MANAGER, ART DIRECTION [NEW YORK, NEW YORK] [JANUARY 2022-CURRENT]

Art Direction and creation of style guides for all PDP shoots on set to ensure accuracy, visual aesthetics, and shot count is met

Manages Creative Assets Coordinator and maintains creative assets for Creative Services Department

Makes final selects, edits, and cropping on E Commerce photo shoots

Ensure image quality and accuracy in retouching and mark-ups for e-commerce as well as management of retouching process, guidelines, and schedule to make deadlines

Develops art direction for special project concepts

LAFAYETTE 148 NEW YORK - JR. ART DIRECTOR /GRAPHIC DESIGNER [NEW YORK, NEW YORK] [NOVEMBER 2020-DECEMBER 2021]

Designer of omnichannel marketing collateral for the brand in both the U.S. and China markets including lookbooks, social media content, emails, direct mail pieces, internal selling tools, retail store materials, and signage

Assisted in the development of re-branding existing materials with new brand identity guidelines

Jr. Art Director for all E-commerce shoots (full-price and outlet)

Management and execution of post production for all e-commerce and select editorial images including image selection, asset markups, and creation/management of retouching schedule

LAFAYETTE 148 NEW YORK - CREATIVE OPS AND MARKETING COORDINATOR

[NEW YORK, NEW YORK] [JANUARY 2020- NOVEMBER 2020]

Management of schedules and calendars for creative and marketing teams while overseeing all project touch-point meetings and creation of agendas

Execution of daily project updates for each team and weekly department alignment to ensure deadlines are met and project details are addressed

Assistant in planning and execution of seasonal marketing and social campaigns

Project Manager for website re-branding leading creative and E-commerce teams through QA and Staging/Approval

Project Manager for UnordinaryWomen Marketing Campaign from pre to post production

Manager of photo assets in all respects

WOMENS WEAR DAILY (WWD) - FREELANCE NYFW ASSISTANT

[NEW YORK, NEW YORK] [JANUARY 2020- NOVEMBER 2020]

Responsible for transporting media to the assigned runway, backstage, front row, or open presentations and events

Assisted and shadowed photographers during events including shoot preparation and minor styling details