

OLIVIA LAKE

Savannah College of art & Design (SCAD) B.F.A. Advertising & Branding, Art Director

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Dear Reader,

As a candidate for this position, I feel it is necessary to mention a few things: I love the work I've done, I'm excited for the work that awaits me, and I'm proud of the work I'm doing right now. In my bio I mention that I think I may have been a sheep dog in a past life. While I'm more of a cat person now, that drive to work really keeps me alive.

Sometimes life gets so comfortable that I get uncomfortable. This happened in the first part of 2019. I'm a student, doing student things and all of a sudden an urge to try to become a professional dancer overtook me. I spent four months training to become a Radio City Rockette. I took a bus to Atlanta, printed a headshot and waited in line behind 200 other hopefuls, and stepped out onto the floor before the creative directors, choreographers and real-life Rockettes to do what could be a life-changing 8 count. I was amongst the first 15 people cut. However, I wasn't a Radio City Rockette hopeful, but a hopeful in general. I did something that scared me, I pushed myself and I took away a once in a lifetime experience that means nothing to my field, but everything to me.

My experience in that situation prepared me for almost any other thing I could ever do.

This all being said, I'm confident that I am prepared for whatever is in store for me. I appreciate your time to read over this letter, as well as my resume.

Put me in, coach, Olivia Lake



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ABOUT

EXPERIENCE

Hey there! I'm Liv and I'm a Florida girl turned Savannahian after my time studying advertising at SCAD. I often joke that I was a sheep dog on a coastal farm in my past life because working hard is what drives me. However, it's my optimistic and easy going attitude that allows me to do the hard work I love. (I know everyone claims to be easy going, but nothing phases me, you can try but it won't happen) In a job, I love to be highly involved & am always looking for an opportunity to expand as a person. Good chatting with you! I hope to share my positivity with you and let it spread like golden sparkly biodegradable glitter.

www.olivialake.art



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NOTABILITY

Class of 2021 Magna Cum Laude

The One Show Young Ones Award



Bronze

Mamie Ruth LLC, 2021-Present

Sales: After interning, I began full time working in production with our wholesale team and oversaw operations at our vintage and flagship store. I took over the wholesale sector and began selling at trade shows, executing marketing campaigns and managing the production staff.

Experiential: Within the pop-up and experiential sector, I book events, organize materials and accommodations, lead teams for up to two weeks to events out of state, coordinate set up and staffing for our booths at large scale music festivals & events. We work as a team to carry out various activations/make sales throughout the time in fast paced environments.

Advertising & Design: I work as a graphic designer and spend time creating graphics for products & emails, crafting invites for events and keeping up with social media posting. I maintain leadership roles with onboarding and managing interns throughout the program, leading projects and photo shoots and most importantly, relaying information from our boss and executing the plans she has.

Commercial & Production Styling, 2022-Present

I work as the assistant to the wardrobe department in various commercial shoots and feature productions. Alongside advertising agencies, I follow the brief and research the target audience to appropriately style talent. When working on feature films, we are tasked to be mindful of continuity and work within the script to style the actors and background cast.

Savannah Bananas, 2023-Present

Game Day Staff: In an effort to immerse myself in Savannah's biggest form of branded entertainment, I joined Bananaland and began working merchandise and interacting with fans during home games.