

Emily Bologna

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EDUCATION

Savannah College of Art and Design, Savannah, GA

Expected Graduation June 2027

Bachelor of Fine Arts (BFA)

Fashion Marketing and Management

Minor: Fashion Journalism

Dean's List, March 2024 - June 2024

EXPERIENCE

Mid March Clothing Co., Savannah, GA

Social Media Manager/Sales Associate

August 2025 - Present

- Took initiative to oversee and produce social media content and promotions, driving brand awareness.
- Developed a new social media strategy on Tik Tok that increases brand engagement and recognition by 900% within the first 30 days.

ACADEMIC EXPERIENCE

Yves Saint Laurent Brand Extension

- Conceptualized a luxury hotel in Paris, leveraging market research, trend analysis, and creative strategy to align with Yves Saint Laurent's brand identity.
- Applied expertise in brand development and visual design to create a high-end guest experience tailored to affluent clientele.

Rick Owens Editorial Mock Campaign

- Collaborated on the development of a mock editorial magazine, oversaw creative direction, brand research, and layout design for a 22-page issue featuring mock advertisements and custom typography.
- Managed production logistics, including hiring a photographer and models, booking locations, and coordinating a short film. The concept, Grounded (Spring/Summer 2026), explored yoga and the beauty of authenticity through an unpolished lens.

EXTRACURRICULAR

SCAD Social Media Club

- Serve on the board as a content creator, developing engaging and visually appealing digital content that represents our identity and values, increasing event attendance by 20% and strengthening overall engagement.

SKILLS

Software:

- Microsoft Excel, Adobe Photoshop, Adobe InDesign

Professional:

- Receptive to Feedback, Conflict Resolution, Collaboration, Communication, Organization

Industry Relevant:

- Social Media Management, Creative Direction, Project Management, Trend Analysis, Research, Copywriting, Digital Marketing, Visual Merchandising, Visual Storytelling