

Ariel Michelle Lofaro

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SKILLS

Photoshop **Adobe Suite**
Light Room **Premier Pro**
Google Office **Capture One**
Directing **Graphic Design**
Photography **Word + Pages**

EDUCATION

Drexel University Bachelor of Arts
Film & Video / Minor-Music

Institute for Integrative Nutrition

Gaia School of Healing

PROFESSIONAL SUMMARY

I am a multi-passionate and highly motivated leader and intuitive. This gives me an edge when managing multiple projects, while also supporting, growing and retaining clientele efficiently and professionally. Having worked in Los Angeles' music and entertainment industry I have a strong capacity for maintaining both warmth and focus even within high-stress environments. My attention to detail and ability to deliver in a timely manner set me apart from most creatives in the industry. My experience transcends many genres and platforms from working with clients like Ariana Grande to brands like DOVE & Kylie Skin. This vast variety of clientele helped shape my creative style while making me adaptive to a multitude of different client needs. I am looking to reemerge in the creative industry with a fresh new light while bringing all my knowledge and experience from the high impact field of LA entertainment.

PROFESSIONAL EXPERIENCE

MOCKINGBIRD.BRANDHAUS · Tampa, FL · December 2023 to November 2024

Creative Director & Photographer

Lead branding designer (logo design, moodboards, photography)
Photographer for local lifestyle brands, brides and families
Creative Director for Dinner Diaries, designing menus, event theme, and curating a multi-sensory experience
In charge of client relations, making sure the creative vision is executed accurately, and thoroughly

FREELANCE HEALTH COACH · L.A & Tampa · Aug 2021 to December 2023

Health Coach

Work one on one with clients to maintain or develop a healthy lifestyle
Create health protocols / goals for clients to follow and achieve success
Recap client meetings in a productive and instructive way so the client is empowered to heal
Schedule bi weekly meetings & organize client intake information
Organize client payment, bookings, and rescheduling

SKIN WITHIN.CO · Los Angeles, CA · April 2022 to April 2023

Founder & CEO

Conceptualize brand identity and execute vision through social media, packaging, and marketing.
Manage inventory, orders, fulfillment and shipping using Etsy
Help to educate customers and support them with any health questions they may have
Derive herbal blends from my studies to give customers an overall improved sense of health and wellbeing

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SUMME

RESUME

FREELANCE DIRECTOR · Los Angeles, CA · Aug 2019 to September 2021

Director

Overseer of all video operations, conceptualization and execution from point A to Z
Collaborate with high level artists to curate and execute vision in line with artist branding
Mood board curation and storytelling
Budget small productions and execute vision with asset management
Manage large crews and teams across industries to stay on task and on schedule
Fashion styling / glam advisor

WILDFLORA · Studio City, CA · Aug 2019 to February 2022

Florist

Curate brand vision using photography and set styling
Develop creative floral arrangements based on available materials and client vision
Manage and fulfill/shipments in a fast-paced and high volume environment
Assist clients with check out, placing orders and order management

LONDON ALLEY/ HANNAH LUX DAVIS/ YOUNG FOREVER
· Los Angeles, CA · Aug 2017 to Aug 2019

Director's Assistant / Creative Director / Day to Day Manager

Overseer of all video operations, conceptualization and execution from point A to Z
Graphic design for mood boards and artist brand development
Artist liaison - ensure that the needs of stakeholders are met beyond expectation
Make appointments/ handle personal agendas to create a seamless schedule
Develop video concepts based on song and artist branding
Set assistant, available for all right hand needs at a moment's notice
Assist in stylizing / bringing vision to life through accurate translation of moodboard
Capture photography of artists for branding and marketing campaigns

REFERENCES AVAILABLE UPON REQUEST.

INTERESTS

MUSIC

COOKING

MEDIATION

NATURE

HEALTH

SKETCHING

SURFING

WEBSITE

www.arielmichellelofaro.com

PORTFOLIO

<http://bit.ly/3YXomze>