

# Micaela Hoo

micaelahoo.me  
@micaelahoo

Los Angeles, CA  
(310) 414-7449  
hello@micaelahoo.me

## Hey, hello, how are you doing? Fancy meeting you here.

I'm Micaela, an art director and content creator specializing in sustainable living, ethical fashion, and wellness. I'm obsessed with creating valuable and shareable content for the Internet which I've been doing for over 10 years. My Instagram platform, @micaelahoo, is a fashion, lifestyle, and wellness resource for women around the world. I'm also the co-founder and CEO of Drifter Organics, a women's organic, vegan skincare line. I love crunchy apples, summertime, Palm Springs, and scouring Facebook Marketplace. I'm resourceful and always up for a challenge. I bring my passion, personality, and energy to my work.

background

### skills

Content Creation  
Art Direction  
Copywriting  
Blogging  
Graphic Design  
Photography  
Videography  
Illustration  
Hand Lettering  
Brand Ambassador  
Social Media  
Branding  
E-Commerce

### tool kit

Photoshop  
Illustrator  
Premiere  
InDesign  
Klaviyo  
Mailchimp  
Shopify  
Instagram  
TikTok  
YouTube  
Slack  
Asana  
Later  
Planoly  
Notion  
Microsoft Suite

### professional skills

Good organization  
Detail-oriented  
Self-motivated  
Strong work ethic  
Ability to work with a team  
Communicative  
Always up for a challenge

### Co-Founder & CEO, Creative Director

Drifter Organics  
July 2016–Present  
Los Angeles, CA

We believe that nature looks good on you (and on your shelf). Drifter Organics is a line of certified organic and cruelty-free, vegan, paraben-free, soy-free, and non-GMO skincare. Drifter Organics is the skincare solution for anyone who wouldn't put anything on their skin they wouldn't trust eating. We believe in treating your skin the way you'd like to be treated—with kindness, care, and absolutely none of that toxic stuff. Manage creative team including editorial planning, creating copy, social media, newsletters, ambassador program, and other marketing outreach.

experience

### Art Director and Content Creator

Micaela Hoo  
November 2011–Present  
Los Angeles, CA

Services include graphic design, photography, videography, photo/video editing, copywriting, and illustration. I develop and produce digital content for direct to consumer brands with a focus on the fashion, lifestyle, and wellness genres. List of clients available upon request.

### Savannah College of Art and Design, 2020

BFA, Graphic Design  
Artistic Honors Scholarship  
Academic Honors Scholarship  
Summa Cum Laude  
3.94 GPA

education