

Micaela Hoo

micaelahoo.me
@micaelahoo

Los Angeles, CA
(310) 414-7449
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skills

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

tool kit

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

professional skills

Good organization
Strong work ethic
Ability to work with a team
Communicative
Always up for a challenge

background

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

I'm Micaela, an art director, content creator, and entrepreneur 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 a good meme. I'm resourceful and always up for a challenge. I bring my passion, personality, and energy to my work.

Copywriter

Amplify Copy
January 2021—Present
Los Angeles, CA

Write newsletters, blog posts, and social captions targeting SaaS companies who want to speak loud and clear online through thinking big, acting boldly, and creating campaigns that reflect their true value and potential on the market.

Art Director

SOYEAH DUH Productions LLC
November 2020—Present
Los Angeles, CA

Cutting creative video promo for digital audiences, copywriting for social media, and reformatting content for vertical and square exhibition.

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

Micaela Hoo
November 2011—Present
Los Angeles, CA

Full-service creative strategy and consulting, from concept to execution. Services include graphic design, photography, videography, copywriting, illustration, and social media management. I develop and produce digital content for direct to consumer brands and tech startups.

education

Savannah College of Art and Design, 2020

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