

Micaela Hoo

micaelahoo.me
@micaelahoo

Oakland, CA
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hello@micaelahoo.me

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

skills

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

applications

Photoshop
Illustrator
Premiere
InDesign
Instagram
YouTube
Microsoft Suite

professional skills

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

background

I'm Micaela, a content creator and lifestyle entrepreneur specializing in sustainable living, ethical fashion, and wellness. My Instagram platform, @micaelahoo, is a fashion, lifestyle, and wellness resource for women around the world. I'm also the co-founder and creative director of Drifter Organics, a women's natural skincare line. I love crunchy apples, summertime, and a good meme. I'm resourceful and always up for a challenge. I bring my passion, personality, and energy to my work.

Content Creator

November 2011—Present
Oakland, CA

Content creator for brands such as Outdoor Voices, Lisa Says Gah, Leesa, Health-Ade, Vitruvi, Entireworld, and Four Sigmatic to help target millennial audiences worldwide on social media. Tasks include providing product feedback, content development and creation, and sharing with my audience how I integrate these brands into my everyday life to bring brand awareness to my community.

Drifter Organics

Co-Founder, Creative Director
July 2016—Present
Oakland, CA

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 want to be treated—with kindness, care, and absolutely none of that toxic stuff. Manage creative, social media, newsletters, ambassador program, and other marketing outreach.

experience

Micaela Hoo Photography

Owner/Founder
December 2010—Present
Oakland, CA

Specialize in film fashion photography heavily inspired by vintage eras with a focus on the female persona.

Blogshop

Event Intern
April 2014
San Francisco, CA

Assisted well-known blogger, creative director, and product designer Bri Emery of designlovest and commercial photographer Angela Kohler in teaching Blogshop, a traveling Photoshop workshop geared towards bloggers.

education

Savannah College of Art and Design, 2020

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