

BRIE PARKER

CONTACT

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Los Angeles | San Francisco

CORE SKILLS

Art Direction & Creative Production

- Concept Development
- Visual Storytelling
- Editorial Styling
- Creative Direction
- Mood boarding
- Set & Wardrobe Styling

Marketing & Brand Strategy

- Social Media Strategy
- Trend Forecasting
- Brand Identity Development
- Campaign Ideation
- Audience Engagement

Design & Technical

- Adobe Creative Suite (Photoshop, InDesign, Premiere Pro)
- Layout Design
- Presentation Design
- Digital Publishing

Operations & Collaboration

- Project Coordination
- Multi-Project Execution
- Cross-Functional Collaboration
- Time Management

EDUCATION

BFA-Communications & Fashion Styling

Academy of Art University

2023-2027

Certificate- General Education

Long Beach Harbor College

2022-2023

ADDITIONAL EXPERIENCE

- The New School Parsons School of Design Pre-College Online Summer Intensive Studies Program
- Otis College of Art & Design Pre College Program (2 certificates)
- Otis College of Art & Design Summer of Style Program (sponsored by celebrity stylist Jason Bolden)
- NYFW Internship for Sergio Hudson as Wardrobe Stylist Intern

PROFILE

Art direction-driven creative with a background and passion in fashion styling, visual storytelling, and brand marketing across editorial, retail, and digital platforms. Experienced in translating concepts into cohesive visual narratives, shaping brand identity, and producing culturally relevant content. Skilled in trend analysis, creative production, and cross-platform marketing with a strong understanding of audience engagement within fashion and entertainment spaces.

WORK EXPERIENCE

Freelance Creative Director, Editorial Stylist & MUAH

2023-CURRENT

Brie Amana Beauty, Los Angeles & San Francisco, CA

- Conceptualize and execute visual direction for editorial shoots, events, and client-based projects
- Style wardrobe and beauty looks that align with narrative concepts and current cultural trends
- Direct on-set production, ensuring alignment across styling, makeup, and photography
- Build brand presence through social media, translating creative work into audience-facing content
- Collaborate with photographers, designers, and talent to bring creative concepts to life

Visual Merchandising & Styling Mentee

2026 - CURRENT

Old Navy (Gap Inc.), San Francisco, CA

- Apply visual storytelling techniques to create engaging in-store presentations aligned with seasonal direction
- Collaborate with leadership to execute merchandising strategies that balance creativity and commercial performance
- Analyze consumer behavior and trends to inform styling and product placement decisions

Marketing & Social Director

2026 - CURRENT

Tuck Zine (Lifestyle Magazine), San Francisco, CA

- Oversee final review of digital and print publication layouts for student-led magazine, ensuring accuracy in formatting, spelling, and visual consistency prior to release
- Maintain alignment with brand guidelines across editorial and visual assets
- Design and export final publication files, ensuring proper formatting for distribution
- Ensure consistency in layout, typography, and image quality

Guest Services Coordinator

2024- 2025

Cinta Aveda Institute, San Francisco, CA

- Supported brand experience through client-facing operations, ensuring consistency with Aveda's identity and service philosophy
- Coordinated scheduling and service flow for a large team, balancing operational efficiency with customer experience
- Contributed to promotional initiatives and seasonal offerings to drive engagement and retention
- Maintained a strong understanding of brand positioning within the beauty and wellness space

Retail Operations & Visual Merchandising Associate

2022-2024

Adidas America, Los Angeles & San Francisco, CA

- Maintained store presentation in alignment with brand standards, ensuring consistent and accurate visual execution
- Contributed to the in-store execution of Adidas Originals' Home of Classics campaign, supporting visual storytelling for a global brand launch
- Developed compelling product displays that aligned with brand identity and enhanced customer engagement
- Applied trend awareness and product knowledge to connect fashion with performance-driven storytelling

Tailoring & Showroom Assistant

2022-2023

The Kut Studio, Los Angeles, CA

- Assisted in styling and preparing garments for editorial and client-facing presentations
- Supported designers in concept development and visual storytelling through curated looks
- Maintained showroom standards and organized high-value fashion pieces