



# AMBER MARINESCU

CREATIVE DIRECTOR, DESIGNER, STYLIST

Hello, my name is Amber, I'm expert in graphic design, photography, social media, and fashion.

## CONTACT

marinescuamber@gmail.com

631-879-7079

[ambermarinescu.com](http://ambermarinescu.com)



## EDUCATION

2015 – 2017

### AAS FASHION DESIGN

Fashion Institute of Technology

2017–2018

### MINOR ART HISTORY

Fashion Institute of Technology

2017 – 2020

### BFA FABRIC STYLING

Fashion Institute of Technology

## SKILLS

Adobe Photoshop	Time Management
Adobe Illustrator	Communication
Adobe InDesign	Problem Solving
Adobe Lightroom	Organization
Adobe XD	Creative Problem-Solving
Google Suite	Teamwork
Interior Design	Research
Illustration	Trend Forecasting
Photography	Color Theory
Figma	Sewing
Styling	Painting
Fashion Design	Photo Retouching
Graphic Design	Sourcing

## WORK EXPERIENCES

February 2023 – Present

### GRAPHIC DESIGNER

Hotel Collection

Created innovative visual designs for branding, marketing, and digital media that matched client goals and brand identity.

Led rebranding efforts for multiple brands, redesigning logos, selecting colors, and defining visual elements.

Crafted compelling product images that boosted sales and customer interest.

Showcased products through high-quality lifestyle photos for impactful marketing campaigns.

April 2022 – Present

### GRAPHIC DESIGNER | SOCIAL MEDIA MANAGER

Kava Garden

Creating social media content: filming, editing and ideating reels, photography.

Engaging with followers, including; comments, likes, follows, and DMs.

Creating graphics and branding materials; menus, packaging, branding.

Monitoring growth and creating social strategies to enhance follower to customer conversion rate.

July 2021 – February 2023

### CREATIVE DIRECTOR | LEAD GRAPHIC DESIGNER

OO & CO Marketing Agency

Creating social media content for 15+ clients.

Establishing brand identities, through font, color, social assets, presentations, marketing materials, and more.

Photographing product, people, and events, creating mood boards and leading the creative story of every shoot.

Editing videos to create reels.

Creating business cards, sales decks, PR Boxes, logos, and original artwork.

Overseeing all creative and graphic work at the agency.

September 2022 – March 2023

### SOCIAL MEDIA MANAGER

The Sylvester

Creating social media content; filming, editing and ideating reels, photography.

Engaging with followers, including; comments, likes, follows, and DMs.

Creating graphics and branding materials.

Monitoring growth and creating social strategies to enhance follower to customer conversion rate.

Designing flyers and newsletters for social media and email campaigns.

September 2017 – Present

### FREELANCE STYLIST

Variety of Clients

Interned with Christian Stroble, editor of VMan Magazine, and assisted with shoots, pulls, and prepping garments.

Stylist for Gregory Dillion's Short film/music video.

Worked on multiple projects as lead stylist/assistant stylist. Images available.

Pulled clothing for HBO and Showtime, as well as major publications and red carpet events.