

JAKE RICHARDSON



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EDUCATION B.F.A. Social Strategy & Management | Savannah College of Art & Design | GPA 3.97 - Summa Cum Laude

SKILLS Photoshop • Final Cut Pro • Canva • Lightroom • Adobe Firefly • ChatGPT • Midjourney

PROFESSIONAL EXPERIENCE

Resident Assistant | Savannah College of Art & Design · January 2023 - May 2025

- Cultivated a supportive and inclusive community by overseeing 60+ residents, connecting with over 500 students annually, resolving conflicts, ensuring safety, and responding to emergencies with professionalism.
- Designed, promoted, and executed engaging events to foster diversity, academic success, and well-being while collaborating across departments and mentoring new staff to strengthen campus culture.
- Implemented creative problem-solving and leadership strategies, proactively addressing student needs, enhancing resident engagement, and fostering a positive living environment through innovative programming and one-on-one mentorship.

Lead Counselor | SpringHill Camps · Summer 2023 & 2024

- Supervised and mentored a team of 15 counselors while managing high-energy programming for over 500 high school students, delivering captivating announcements, hosting large-scale events, and fostering community through creative activities.
- Adapted to dynamic challenges in a fast-paced camp environment, problem-solving in real time to ensure smooth operations, camper safety, and an unforgettable experience for both staff and students.

ACADEMIC EXPERIENCE

Hubba Bubba | Social Strategist & Project Manager

- Conducted market research and audience analysis to uncover key insights into Gen Z purchasing behavior, using data-driven tactics to optimize content performance and campaign effectiveness.
- Developed a social media strategy to engage Gen Z consumers by leveraging nostalgic branding, influencer partnerships, and interactive content across TikTok and Instagram.
- Led and project-managed a creative team to produce a social-first campaign with ten fully developed, data-driven tactics, ensuring seamless execution from concept to delivery.

Touchland | Strategic Marketing Lead & Content Producer

- Developed and executed a strategic marketing campaign to introduce Touchland to the European market, leveraging consumer insights and cultural trends to tailor messaging for a new audience.
- Traveled across Europe to produce and capture campaign content, utilizing on-location product photography, video storytelling, and influencer collaborations to align with regional aesthetics and brand positioning.
- Produced campaign content, featuring ten distinct tactics—including social ads, pop-up experiences, OOH ads, influencer partnerships, and experiential marketing—designed to drive brand awareness and engagement in the European market.

SCADPro Lacoste - L'Atelier Design Studio | Strategic Marketing Lead & Content Producer

- Collaborated with a cross-functional team to translate market research into a strategic design approach, ensuring that all branding decisions resonated with the studio's target audience.
- Developed new brand guidelines that provided a cohesive framework for typography, color palettes, and visual identity, enabling the team to execute a consistent and polished rebrand.
- Led the final client presentation, effectively communicating the team's research, strategy, and creative solutions to L'Atelier Design Studio stakeholders in Lacoste, France.

Patagonia | Social Strategist & Campaign Lead

- Led creative development for social-first content, including Instagram Story ads, OOH billboards, and outdoor magazine placements, effectively positioning Patagonia's repair initiatives for a Gen Z audience.
- Conceptualized and executed an interactive app experience with virtual repair consultations, community forums, and sustainability impact tracking, enhancing consumer engagement.
- Spearheaded the launch of the Repair Hub Truck Tour, a pop-up initiative at top U.S. universities, providing hands-on repair workshops and exclusive repair discounts to students.

LEADERSHIP

PreBee Ambassador · August 2024 - September 2024 | **SCADamp Star** · August 2024 - May 2025 | **Bible Bees Lead** · March 2023 - May 2024

AWARDS

SCAD Outstanding Achievement Award · 2025 | **SCADDY Winner - Integrated: Hubba Bubba & Finalist - Experiential: Patagonia** · 2025 | **Reelies Finalist** · 2024 | **RA of the Year** · 2024 | **SCAD LIT x Adobe AI Design Sprint Winner** · 2024 | **CONVERGE ATL Community Award** · 2024 | **Dean's List** · 2021-2024 | **Scholastic Art & Writing Awards** · 2x Indiana American Visions Finalist; National Silver Medalist; 10 Gold Keys, 13 Silver Keys · 2019 - 2021 | **SCAD Summer Seminar Gold Scholar** · 2019 | **EF Global Citizen Scholar** · 2019

CERTIFICATIONS

ChatGPT Certificate of Completion · Feb. 2025 | **MidJourney Certificate of Completion** · Feb. 2025 | **Lextant - Certificate in Design Research & Insight Translation** · April 2024 | **SCADamp Public Speaking Certificate** · Jan. 2024 | **SCADForward Certificate of Completion** · Dec. 2023 | **Adobe Certified Professional in Visual Design Using Adobe Photoshop** · Feb. 2023