

EMILY BAKER LOS ANGELES, CA 206.992.3932 emilybakerworks@gmail.com www.emilybakerworks.com

Lead creative producer with extensive experience championing art, design, brand awareness, and teamwork. Innovative content designer who optimizes sales via web, print, videos, and social platforms. Skilled at concepting, organizing, budgeting, and managing rigorous on-set projects for both niche and mainstream clients. Effective strategic planner who achieves pre-production, shoot day, post-production and launch goals. Empathetic and flexible communicator who builds connectivity and collaboration. Excels at client, partner, and stakeholder relations. Stylish film and photography artist with technical skills across multiple media. Experienced health and wellness practitioner with certification in Herbalism, Yoga, Reiki, and Ayurveda healing modalities.

Core Competencies

Experienced Art Department Head | Entrepreneurial Creative | Film/Photo Production Design | Photographer/Editor | Certified Health + Wellness Educator | Industry Innovation | Budget Development and Campaign Execution | Adobe Suite, Capture One

Professional Experience

Sword+Fern Art Space, Studio, and Boutique | Portland, OR, USA

Founder and Creative Director, Designer, Product Developer, Photographer, Curator | August 2008-September 2014

- Created branding strategies and advertisements, managed retail duties, social media, product designs, photo shoots, and community art events to increase brand awareness and provide a unique experience for customers (increased brand awareness by 100% and captured 70% of local market share in category)
- Led shop, gallery, and brand to become internationally recognized, financially successful, and locally beloved by nurturing emerging artists and designers even during the 2008 financial crisis (100% year-over-year growth from 2008-2014)
- Featured in The New York Times, Nylon Magazine, and published in 2 books: The Kinfolk Home Book, The New Bohemians by Justina Blakeney
- Client list includes Anthropologie, Levi's, Free People, Alternative Apparel

NBC Universal | Los Angeles, CA, USA

Assistant Art Director, Set Decorator at E! Entertainment Network | September 2016-April 2017

- Responsible for set decoration and supporting the Art Director in a high-volume, fast-paced film industry environment for various broadcast programs on E! Network such as The Golden Globe Awards, E! News Live, Freestyle, and live press junkets
- Managed a crew of 8 IATSE craftspeople and coordinated with teams of A-List celebrity talent to execute award-winning film sets utilizing high-end furnishings and decor for live and pre-recorded televised events in Hollywood
- Invited to join the Art Directors' Guild of America (Local 800)

FYF Festival | Los Angeles, CA, USA

Assistant Art Director, Set Decorator, Spotify Artist's Garden | March 2017-May 2017

- Supported the Art Director in leading a team of 4 to create the Spotify Artist's Garden event activation, a unique, functional space at festival grounds in Historic Exposition Park
- Created mood boards and presentations to open a new marketing channel for the event
- Collaboratively transformed the festival's Garden Lounge Bar into a creative oasis for over 7,000 artists and musicians to unwind between their performances, receiving rave reviews from both attendees and participating artists, resulting in a 90% increase in social media followers for the brand and participating sponsors, as well as a new partnership with Oliver Peoples and Hudson Jeans

Freelance Creative Director | Los Angeles, CA, USA | October 2014-present

- Lead creative managing teams of 3-11+ personnel in developing visually stunning and impactful marketing campaigns, resulting in a significant increase in brand recognition
- Development and implementation of innovative design concepts and aesthetics to create a distinctive visual identity for beauty, fashion, wellness, and home goods brands, resulting in growth in customer engagement and loyalty
- Client list includes Sonos, Nike, Meta, Samsung, Elizabeth Arden, Beautycounter, The Home Depot, AT&T, Blue Bottle Coffee, Four Sigmatic

Education, Professional Development, Courses

Ayurvedic Medicine Certification *Southern California University of Health Sciences, California College of Ayurveda*

Environmental Horticulture, Landscape Architecture *South Seattle College*

Photography *Bellevue College*

Yoga Teacher Training Certification *People's Yoga*

Reiki Master Certification *IPSB at Life Energy Institute*