Eva Song
Brand Designer + Marketing Specialist
Los Angeles, CA
evasong.info
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EDUCATION

09.2019 – 04.2023
ArtCenter College of Design, Pasadena, CA
Bachelor of Fine Arts in Illustration with an emphasis in Motion Design

EXPERIENCE

04.2026 – 11.2026
BiBi / Brand Designer + Marketing Specialist
- Own brand design and visual assets, including website banners, email graphics, and promotional materials, plus photo editing
- Run weekly Mailchimp and Faire wholesale email campaigns; use AI tools to create video and graphics for social media
- Manage the e-commerce product catalog and merchandising: upload new products, keep pricing and inventory accurate, create Photoshop color variants
- Run FashionGo front page ads and apply SEO to boost keyword visibility; track sales and traffic to optimize product placement

01.2025 – 06.2026
Twitch / Content Creator + Affiliate
- Built and executed a multi-platform content strategy across Twitch, TikTok, and YouTube; grew Twitch to 10K followers
- Partnered with a top-streamed video game publisher on promotional campaigns; produced viral short-form content (TikTok 1M+ views, YouTube 500K+ views)

03.2024 – 12.2024
WARP / Digital Marketing Specialist
- Worked directly with the co-founders to lead the marketing and revenue teams: ran regular meetings, assigned and oversaw tasks, and kept projects on deadline
- Designed the website, landing pages, and business decks; led campaign asset design
- Ran weekly email campaigns in HubSpot and Klaviyo
- Managed social media and created B2B content across platforms, including press releases, case studies, and graphics

07.2023 – 03.2024
Woobofood, SquareOne, Interscope Records / Freelance Designer
- Designed brand identities, websites, and launch materials for fashion and food brands; illustrated tour merchandise for Billie Eilish's Where Do We Go? world tour, sold globally

SKILLS

Strong working knowledge of:
Cinema 4D, After Effects, Illustrator, Photoshop, Lightroom, InDesign, Procreate, Figma, Wix, Webflow, Capcut, Canva, Google Workspace, Google Analytics, Gemini, ChatGPT, Claude, Midjourney, Higgsfield, MotionCast, Mailchimp, HubSpot, Klaviyo, Redshift, Arnold, Keynote, Media Encoder, Discord, and Miro

Familiar with:
Premiere Pro, Acrobat, Python, Octane, Word, Excel, and PowerPoint

Craft
2D and 3D animation, motion graphics, graphic design, illustration, digital painting, typography, gifs and stickers, and sculpture

Language
Fluent in English and Korean

RECOGNITION

01.2023 – 04.2023
ArtCenter Student Gallery
- Shampoo Bar

(Motion Design, 3D Animation)
- Soundtrack Your Life

(Sequential Design, Logo Reveal)

09.2019 – 04.2023
ArtCenter UG Scholarship

07.2015 – 09.2017
President Obama's Volunteer Service Award
Gold (100+ hours)