

Cambria Cook

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Scrappy, creative-minded student studying Business of Creative Enterprises at Emerson College, a major built to teach how to build things from the ground up. I've launched a magazine from scratch, led creative shoots across Boston, and helped shape communities that feel personal and lived-in. I don't come from a long list of agency internships or a grand portfolio, but I do have follow-through, care, and the drive to make ideas real.

To me, visual literacy isn't just a buzzword, but a methodology in how I view the world. I notice when a layout feels off before I know why. I pay attention to what makes people pause on a slide, linger on a brand, or light up at a concept. Skilled at turning trend research into cohesive looks and layouts across physical and digital touchpoints.

Core Skills

- **Creative & Visual Skills:** Concept development, visual merchandising (storyboards, window concepts, mannequin styling), styling & look building, trend & competitive research, line sheets & assortment storytelling, shot lists & on-set coordination, copy-for-signage, presentation design, visual storytelling, moodboarding & storytelling, styling, presentation & pitch support, visual literacy, and art direction
- **Technical Tools:** Adobe Creative Suite (Photoshop, InDesign, Illustrator), Canva, Procreate, Google Slides, Keynote, and Powerpoint, Figma (beginner), and Excel
- **Marketing & Digital:** Social media strategy, content calendar building, cross-channel brand voice alignment, site merchandising basics (navigation, category tree, QA), audience engagement, and market observation + research
- **Collaboration & Process:** Excellent cross-functional communications, feedback integration, process optimization, creative collaboration, project management, and visual strategy alignment

Certifications

- Semrush: Becoming an AI-Powered Marketer
 - HubSpot: Inbound Marketing
 - HubSpot: Inbound Methodology
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Professional Experience

INDEX Magazine – Social Media Director & Style Team

Oct. 2024 — Present

- Produced a striking editorial that garnered 195% increase in social media traffic, and a 83% increase in attendance for our magazine launch
 - Tit for Tat: a cultural wake-up call that invited people of all identities, shapes, and backgrounds to anonymously showcase what real bodies look like, sparking raw dialogue around representation, censorship, and body politics

Styling:

- Produced and styled editorial shoots in partnership with creative directors and photographers, building mood boards, pull lists, on-set shot sequencing, and executed styling across 15+ photoshoots (*editorial styling*)
- Advised on visual direction and conceptual aesthetics to align with brand identity

Social Media:

- Transformed the way we present the company online, garnering a 44% increase in profile activity my first three months
- Led the visual system for the FW25 theme “homage,” defining typography, grids, and a cohesive art direction across digital and print (*visual identity*)
- Shaped channel strategy and content calendar; partnered with copy to deliver captions aligned to brand voice; coordinated handoffs to design for final layout (*content strategy*)
- Designed templates that improved speed-to-publish and consistency (*process optimization*)

Clutter President and Founder

Jan 2024 — Present

clutteronthe.xyz

- Launched a bi-monthly grassroots zine placed on MBTA trains and stations to democratize creation and spark commuter delight (*community activation*)
- Built the brand identity and distribution playbook from scratch: logo design, layout, typography, and brand guidelines (*brand design*)
- Hired and managed a student “Conductors” board (ops, comms, marketing, analytics, content creation) (*team management + leadership*)
- Produced fast, low-budget out-of-home moments (seat drops, crevice slips, ad-frame inserts) and tracked pickup/engagement cues to iterate content (*guerrilla marketing*)
- Organized community shoots and micro-activations + fundraiser + brought back Boston’s zine fest in collaboration with 8 other magazines (*event production*)

TEDx PR Director

June 2022 — Jan 2023

- Created and led a digital design curriculum for middle school students, teaching Adobe Photoshop fundamentals (*design tools*)
- Directed digital marketing campaigns for a large-scale event, strengthening skills in audience engagement and brand storytelling (*marketing/communications*)
- Managed multi-channel social media to drive awareness, capture event content, and boost community engagement (*social strategy*)
- Designed promotional materials and coordinated backstage logistics, ensuring cohesive visual identity and smooth event execution (*event operations*)

Photoshop for Young Artists Director

June 2022 — Aug 2022

Crittenden Middle School, Mountain View, CA

- Created and led a digital design curriculum for middle school students, teaching Adobe Photoshop fundamentals (*design tools*)
 - Introduced brand-building basics and visual identity concepts through creative workshops (*branding foundations*)
 - Guided students in developing consistent visual language and design projects, reinforcing skills in communication and instruction (*visual storytelling*)
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Education**Emerson College, Boston, MA**

Jan 2024 – Projected 2027

Bachelor of Arts in Business of Creative Enterprises | Minor in Marketing

3.81 GPA

Relevant courses taken: Public Speaking, Creative Collaboration Seminar, College Writing & Creative Economy, Developing an Aesthetic Sensibility Through Creative and Critical Thinking, Cultural Economics, Business for Creative Enterprise, Intercultural Communication, and Marketing & Marketing Communication

Freestyle, Mountain View, CA

Aug 2021 – June 2023

Freestyle Academy of Communication Arts & Technology

Specialized in visual storytelling, design, and creative media production

Mountain View High School, Mountain View, CA

Aug 2019 – June 2023

Cumulative GPA: 3.84 (unweighted)