

# IFE BOLARIN

## ART DIRECTOR

BOLARINIFEOLUWA@GMAIL.COM ❖ (732)331-4865 ❖ NEW YORK, NY

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Visual Art Director with 3 years of experience in editorial photography, art direction, styling, film production and luxury fashion. Adept at conceptualizing and executing marketing and artistic campaigns, supporting red carpet styling, and managing sample logistics for luxury brands. Skilled in content creation, production coordination, and visual storytelling, with hands-on experience in Adobe Creative Suite. Passionate about bringing visionary projects to life.

### WORK EXPERIENCE

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- Freelance Art Director Sept. 2024 – Present  
*Ife Was Here* New York, NY
- Freelance editorial photographer and art director, conceptualizing and executing high-fashion editorial campaigns from ideation to final production.
  - Develops and shoots campaigns for emerging brands, overseeing creative direction, set design, and visual storytelling.
  - Directed and produced multiple narrative short films, managing all aspects of production, including location scouting, casting, storyboarding, and post-production editing.
- Styling Assistant Sept. 2024 – Jan. 2025  
*Natalie Tauger* New York, NY
- Communicated effectively with internal colleagues and external partners to support the creation of looks for red carpet events and editorial campaigns for notable clients in the fashion space such as CELINE, ZARA, and Alex Consani.
  - Managed sample trafficking logistics, including coordinating domestic and international shipments, preparing invoices, tracking deliveries, and maintaining meticulous records of sample check-ins and check-outs.
  - Maintained Microsoft Word and Excel databases with key vendor, showroom, and partner contact information.
- Editorial Intern Jan. 2022 –  
May 2022  
*Routure Magazine* New Brunswick, NJ
- Contributed to content creation across digital and print formats, ensuring production aligned with high quality editorial standards.
  - Supported the Fashion PR team with drafting press materials, and support for events such as runway shows and galas.
  - Provided hands-on support during on-set production of editorial campaigns, assisting with photography, styling, setup, and coordination.
- Public Relations Co-Chair Sept. 2021 – May 2023  
*Wanawake* New Brunswick, NJ
- Executed the marketing campaigns of the organization's annual beauty pageant, contributing to a 20% increase in ticket sales from previous years.
  - Designed and curated visually engaging content across digital platforms like Instagram, Twitter, and TikTok.
  - Monitored and analyzed audience engagement trends using social media analytics tools, reaching an audience of 2,500+ students through strategic content and campaigns.

### PORTFOLIO

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<https://ifewashere.cargo.site/>

### EDUCATION

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Rutgers University, New Brunswick - Bachelor of Fine Arts

May 2023