

# LiA LANZO

PHOTOGRAPHER | ART DIRECTOR

## EXPERIENCE

### PHOTOGRAPHER + ART DIRECTOR | Freelance

[MAY 2012 - PRESENT]

- Clients: Jordan Brand, Aperol Spritz, Grand Marnier, The Macallan, Roam Loud, StyleWeek Northeast, Gorillas, Flowers by Semia

### PHOTO + CONTENT LEAD | Lokai

[JAN 2022 - JUL 2023] | New York, NY

- Led all photography and content production including art direction, casting, photography, video, and social media
- Owned the creative process from concept to delivery for all internal shoots, and managed external creative contractors
- Designed web pages for product launches and promotional campaigns
- Curated and created content for organic social and paid ad campaigns while managing relationships with external agencies and one TikTok intern
- Contributed to the 2023 brand redesign and implemented new art direction and creative systems, which helped surpass our Membership goals by 5% in 2023

### MANAGER, CREATIVE + CONTENT | Lokai

[JAN 2021 - DEC 2021] | New York, NY

- Launched licensed product collaborations with National Geographic, NBA + WNBA, Netflix's Stranger Things, and the Basquiat + Keith Haring Foundations
- Launched the Lokai Balance Club subscription program, reaching our goal of over 2,000 members in the first year (May - Dec.)
- Implemented new systems for more efficient content creation, social media workflow, and brand story-telling

### CONTENT CREATOR + SOCIAL MEDIA MANAGER | Lokai

[APR 2019 - DEC 2020] | New York, NY

- Led internal photography and content creation for all new product launches
- Managed a combined social audience of over 1.5 million followers
- Launched licensed product collaborations with Disney, Star Wars, Marvel, and Pantone; Resulting in the strongest sales seen since Nov. Holiday 2018 with a 703% ROAS, a 90% increase in social engagement, and sold-out styles within 24 hours
- Designed limited edition bracelet patterns
- Launched Lokai's sister brand, Elements Drinks, managed its social community of over 10k followers, and led content creation at ComplexCon Chicago in 2019

### SOCIAL MEDIA MANAGER | Juice Generation

[NOV 2018 - MAR 2019] | New York, NY

- Owned internal photoshoots and planned monthly social content
- Refreshed influencer strategy and created evergreen social campaign

### CONTENT MANAGER | Sunflower Group (Formerly Brand Connections)

[MAR 2017 - NOV 2018] | New York, NY

- **AWARDS:** Agency recognized with a gold PRO award for Best Integrated Campaign by Chief Marketer for its social and digital work for SunnyD's "Boldly Original" campaign
- Led photography for SunnyD's "Boldly Original" campaign; Saw a 61% increase YoY in engagements, and over 500% increase in positive UGC after shift in brand tone and voice; Instagram saw a 200% YoY increase in followers; Twitter experienced a 20% rise in organic growth thanks to an 85% improvement in brand sentiment from 2017
- Led social content creation for Dunkin' Donuts (Tri-State Area); Saw a 42% increase in followers after creative refresh and a 24% YoY improvement in engagement rate, resulting in an increase to our retainer with the client
- Photographed a variety of PR/influencer events for Dunkin', and the Season 4 launch event for Netflix's Narcos

## CONTACT

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*References available upon request.*

## SKILLS + SOFTWARE

CREATIVE DIRECTION + PRODUCTION

BRAND MARKETING

SOCIAL MEDIA DIRECTION

ADOBE CC

CAPTURE ONE

FIGMA

SKETCH

GOOGLE SUITE

CANON

SONY

PROFOTO

## ONLINE PUBLICATIONS

### VOGUE ITALIA | AUG 2021

PhotoVogue

### THE CREATOR CLASS | NOV 2016

The Drive: Touring America's Top Creative Cities

## EDUCATION

### SALVE REGINA UNIVERSITY

BA, Studio Art: Photography  
2012 | Newport, RI

### UNIVERSITY OF NEW SOUTH WALES

Fall 2010 | Sydney, Australia