

LILLIAN HOOG

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Professional Website – <https://www.lillianhoog.com>

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EDUCATION

B.F.A. Fashion Marketing and Management

Minor in Fashion Photography

Savannah College of Art and Design (SCAD)

May 2026

3.96 GPA | Dean's List 2022-2026

PROFESSIONAL EXPERIENCE

The Vault Kitchen and Market

Savannah, Georgia

Server, Server Assistant

April 2025 – August 2026

- Provided attentive and friendly customer service in a high-volume, fast-paced environment
- Managed multiple tables while maintaining efficient and timely service
- Resolved guest concerns politely and professionally to ensure a positive guest experience
- Collaborated with kitchen and front-of-house staff to create a seamless experience

Good Good

Savannah, Georgia

Sales Associate

June 2024 – August 2024

- Co-managed brand social media, planning and executing content aligned with the brand identity
- Supported visual merchandising by styling apparel for in-store displays and marketing content
- Assisted customers with product selection, brand education, and purchasing decisions
- Processed sales transactions of merchandise and supported daily store operations

Magnolias est.2021

St. Genevieve, Missouri

Store Manager

July 2021-May 2024

- Co-led social media strategy and content creation to support brand visibility and engagement
- Styled apparel for in-store presentation and digital content
- Designed and executed visual merchandising displays aligned with seasonal themes and trends
- Trained and supervised staff while maintaining brand standards

ACADEMIC EXPERIENCE

Professional Portfolio Practices

The Reverie

- Developed a sustainable fashion brand concept addressing market gaps and ethical production
- Curated full brand identity including visual direction and marketing strategy
- Conducted primary and secondary research on industry trends and market opportunities
- Developed product assortments, distribution plans, and competitive analyses

CERTIFICATIONS

- Adobe Photoshop Certified May 2023
- Microsoft Excel Certified May 2024
- SCADamp Certified December 2025

SOFTWARE – Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Lightroom Classic, Microsoft Office Suite, AI-Powered Software

INDUSTRY RELEVANT – Creative Direction Assistance, Visual Storytelling, Social Media Strategy, Content Creation, Visual Merchandising and Store Displays

PROFESSIONAL – Problem Solver, Team Oriented, Self-Motivated, Well-Organized, Receptive to Feedback