

# GIGI ROBINSON

New York, New York

[LinkedIn](#) // [My Portfolio](#)

[@itsgigirobinson](#)

## JOB EXPERIENCE

### **Its Gigi**

New York / January 2021 – Present

Founder and CEO of my own creative production company creating assets for leading brands including Prime Student, Disney, Philosophy and more.

### **Tinder**

Los Angeles / September 2019 – Present

Develop marketing vision, spearhead on-campus events, and document experience, in order to strengthen brand awareness on campus and for Gen Z media strategy.

### **TikTok**

Los Angeles / September 2019 – January 2021

Manage events team, strategized DEI programming, report social media statistics, develop strategies for campus outreach and scaled 137K on @itsgigirobinson.

### **The Likewise App**

Remote / November 2020 – January 2021

Manage & distribute content for Verified TikTok channel @likewiseapp, scaled & grew account by strengthening brand voice & producing premium content.

### **Paramount Pictures**

Los Angeles / May 2020 – August 2020

Virtual Internship; performed mock assignments of Photo Editor in International Publicity & Photography department.

### **Movers + Shakers**

New York / April 2020 – July 2020

Assisted in creating and distributing content for various brands TikTok accounts and spearheaded ideas for hashtag challenges campaigns.

### **Warner Bros. Entertainment**

Los Angeles / December 2019 – April 2020

Assisted Digital Marketing department in creating Internationally distributed content and strategy for WB Pictures TikTok account.

### **University of Southern California**

Los Angeles / December 2018 – December 2020

Strategically photograph events sponsored by USC, where the creative assets are used for social media and other promotional materials.

## EDUCATION

### **University of Southern California, Iovine Young Academy**

Los Angeles / January 2021 – May 2023

Masters of Science, Design, Business & Technology

### **University of Southern California, Roski**

Los Angeles / August 2017 – December 2020

Bachelors in Fine Arts, Graphic Design & Photography

### **Fashion Institute of Technology, Photography**

New York / August 2016 – May 2017

Courses in Art History, Commercial Photography, Lighting, Guest Lecturing, Professional Communications, Retouching, Social Media.

## LEADERSHIP

### **Disability:In**

January 2020 – January 2021

Select group of students chosen as the NextGen Leaders to pave the way for persons with disabilities in all professional occupation fields.

### **USC Leadership Council**

September 2017 – December 2020

Manage faculty and student teams for monthly service initiatives within our local community.

### **USC Reach**

September 2017 – December 2020

Executive Member of USC's only Social Media Club, Social Media and Digital Design Chair.

### **TriDelta, Theta Xi Photographer**

September 2018 – May 2020

Collaborated Member who contributes to all events by providing photos for my chapter and to nationals.

## SKILLS

**Adobe** Audition, Bridge, Lightroom (Desktop+Mobile), InDesign, Illustrator, Photoshop, Premiere, Stock

**Microsoft** Excel, Powerpoint, Word

**Photo & Video** Cinematography, Long Exposures, Stills, Strobes, Studio, Timelapse

**Platforms** Facebook, Instagram, Snapchat, TikTok, Tumblr

**Web** ADML/DAM, HTML/CSS, Squarespace, Wordpress

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## CV (ADVOCACY, ART & IMPACT)

### 2021

BronxNet News – Gigi I OPEN SEGMENT  
Kossie – Creative Director Opens Up Her Journey with Chronic Illness  
Medium Interlude – The Side Hustle Arms Race  
The Female Lead – As an immunocompromised, disabled woman, here are a few things that I plan on doing this Valentine's  
VeryWell Health – People With Disabilities Are Experiencing Barriers To COVID-19 Vaccination

### 2020

BFA Show – STP.World  
Bernard & Hawkes – How to Make (And Actually Keep) Your New Year's Resolutions  
Folks I Pill Pack – Interview with Gigi Robinson about using social media to raise awareness for chronic illness on her platforms.  
NY Weekly – Viral Nation Has Added Another Growing TikTok Star to Their Talent Roster  
NBC News – Big 'gram on campus: At USC, students train to become influencers  
Socially Distanced Gallery – IG @sociallydistancedgallery  
#ScoobDance – Tiktok Campaign @scoobmovie  
The Beet – This Chronically Ill Influencer Reduced Her Pain With a Plant-Based Diet Read More: This Chronically Ill Influencer Eased Pain by Going Plant-Based  
TZ Projects – Beverly Boulevard, Los Angeles, California  
Vogue Business – Post-election, Gen Z wants brands to step up  
We're Still Here – USC Roski, Capstone Exhibition  
WGBH – Artist Interview on "Keep It Social" on Youtube

### 2019

TZ Projects – Beverly Boulevard, Los Angeles, California  
USC 21st Annual Undergraduate Symposium – Exhibited at USC Ballroom, Los Angeles, CA  
VOGUE – TZ Projects mention  
VoyageLA Magazine – Interview, Los Angeles, CA  
We're Still Here – USC Roski, Capstone Exhibition

### 2018

CU@USC – Guest Artist Interview  
Daily Trojan – Staff Photographer  
Natural History Museum unveils new tattoo exhibit  
Men's water polo readies for MPSF tourney  
LA Taste Talks celebrates culinary excellence  
Stand-Ups Speak Out' comedy show explores racial identity  
Rabbit Crew is a trendy new hub

### 2017

Society6 – GR Photo Store  
Blackbox Gallery – Black and White, Portland, OR  
Blankwall Gallery – Athens Greece, Landscape, Portraits  
Center for Fine Art Photography – Foggy Luminance and Reserved, Ft. Collins, CO  
Drexel University Photo Exhibition – 2017  
Darkroom Gallery – Essex, VT, Dreams, Green, Le Pasayage  
Monochrome International Awards – Honorable Mention  
Monovisions Annual Photo Award – 2nd place Portraiture  
Neutral Density International – Honorable Mention  
Southeast Center for Photography – Red  
YMHA – Solo Show, Ethereal, Riverdale, NY  
1650 Gallery – Flower Power, Los Angeles, CA  
1650 Gallery – Rural Towns, Los Angeles, CA

## GIVING BACK & CHARITY

### 2021

Conversationalist Guest Speaker  
Entertainment for Change Impact Artist  
World Food Programme Ambassador  
Yahoo, Allyship And Pledge

### 2020

Disability In, Next Gen Leader  
NY State Gov. Partner  
St.Jude Ambassador  
WEGO Health Patient Leader  
World Food Programme Ambassador  
Ronald McDonald House Partner

## BRAND PARTNERSHIPS & CAMPAIGNS

### 2021

AdoreMe – #AdoreMePartner  
Cheap Tickets – #MyCheap Tickets  
Philosophy – #PhilosophyPartner  
Prime Student – #MyPrimeStudent  
YesTo – #YesTo

### 2020

Afterpay – #AfterpayAmbassadors  
Albertsons – #signatureselect  
Amazon Prime Student – #PrimeStudent  
Amazon Alexa – #AmazonAlexaPartner  
Always – #LikeAGirl #GirlsontheRun #MHDAY2020  
Association of Migraine Disorders – #ShadesforMigraine  
Bed Bath and Beyond – #InfluenceHerCollective  
#CampusReady  
Bartelby Write – #BartelbyPartner  
Boohoo – #BoohooU  
B.Tan – #btan #btanresults  
Cheap Tickets – #MyCheap Tickets  
Clove and Hallow – #cloveandhallow  
Command – #CommandDoNoHarm  
Diva Cup – #CampusDiva  
First Aid Beauty – #FABAID #FIRSTAIDBEAUTY  
GoDaddy – #makeyourrownway  
High Sierra – #CuriousByNature  
InfluenceHer Collective – #imstillgraduating  
Kendra Scott – @KendraScott  
Kiehls – #Kielhs  
NARS – @Narsist  
Nature by Canus – #imstillgraduating  
Plan B One Step – #imstillgraduating  
Pets Add Life – #PetsAddLife #APetSeesYou  
Rastaclat – #SeekthePositiveGiveaway  
Ralph Lauren Fragrance – #RalphLaurenFragrances  
RepHresh @rephreshproducts  
Stella Valle – @StellaValle  
Sabre – #SabreSaftay #SabreSafe  
Smashbox Cosmetics – #SmashboxAmbassador  
TinderU – #TinderU  
Tiktok – #TiktokRep #TiktokPartner  
Timberland – #TimberlandStudent  
Tommy Hilfiger – #TommyHilfiger #TommyPartner  
Vistaprint – @vistaprint  
Vush – @Vush\_official  
Wish.com – #WishShopping #WTFWish #WishFTW  
Zimba Whitening – #ZimbaPartner