

Hello

I'M OLIVIA

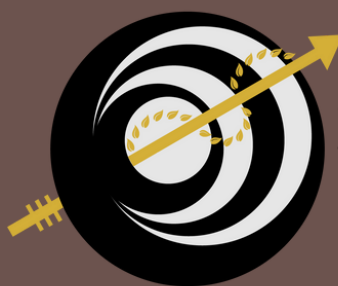
And this is Black Ink Rising!

[See More...](#)



ABOUT BLACK INK RISING

Black Ink Rising was created in 2017 by Olivia Farley. Originally founded to produce content for its Black Ink Writing, Black Ink Music, and Black Ink Film divisions, the company has since transitioned into creative management for small businesses and entrepreneurs. The company fills a hole in the market by mixing the age old feeling of fearlessness with modern diversity. The term black ink represents the founder's belief that words and art are important permanent fixtures in everyday life. Black ink, like from a pen, is bold and non-erasable. This same idea is what Olivia believes art should be.



Black Ink Rising
Creative Management

EST.
2017

YEARS OF EXPERIENCE

Olivia has been part of the workforce for 8 years, with 4 of those years in the event planning, tech, and marketing fields. She started Black Ink Rising while still in school and has since written over 180 blog posts, produced and released 2 albums, and collaborated with local creatives through the brand. She also has a passion for uplifting marginalized groups across sectors and strives to lead efforts toward equity.

NOTABLE ACHIEVEMENTS

Olivia is a certified Professional Project Manager through the University of Saint Thomas. She also holds a bachelor's of Digital Communication and Music Business.

ABOUT OLIVIA



Services

Marketing and Graphic Design

Grow your business and expand your reach in the community.

Photography

Olivia shoots portraits, lifestyle, and street photography. She also does basic video editing.

Project Management

UGC Creation

Save money by hiring a content creator for specific projects.

Copywriting

Compelling stories build engagement. Articles over 150 words fall under this category.



Notable Design Projects

● SUMMER 2020

Black Ink Rising's design needs can be booked for independent projects or be an add-on to the marketing services. Olivia uses Canva, Adobe Illustrator, Adobe InDesign, and Adobe Photoshop for all design needs. She can work with existing branding or start anew.

- This series was photographed and published for the Black Ink Rising brand. The original set of photos included a scene in prairie garden. Those photos were later edited to look like studio work for a mockup magazine advertisement.

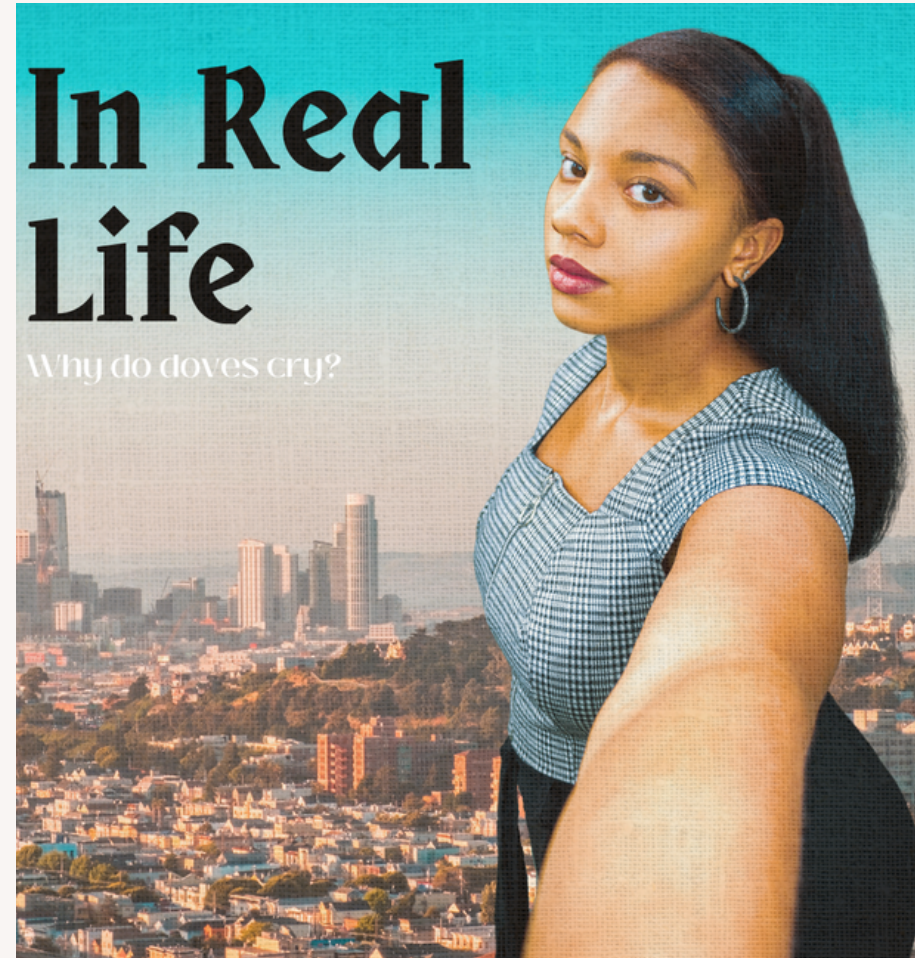
Black Ink Rising

Don't Worry



In Real Life

Why do doves cry?

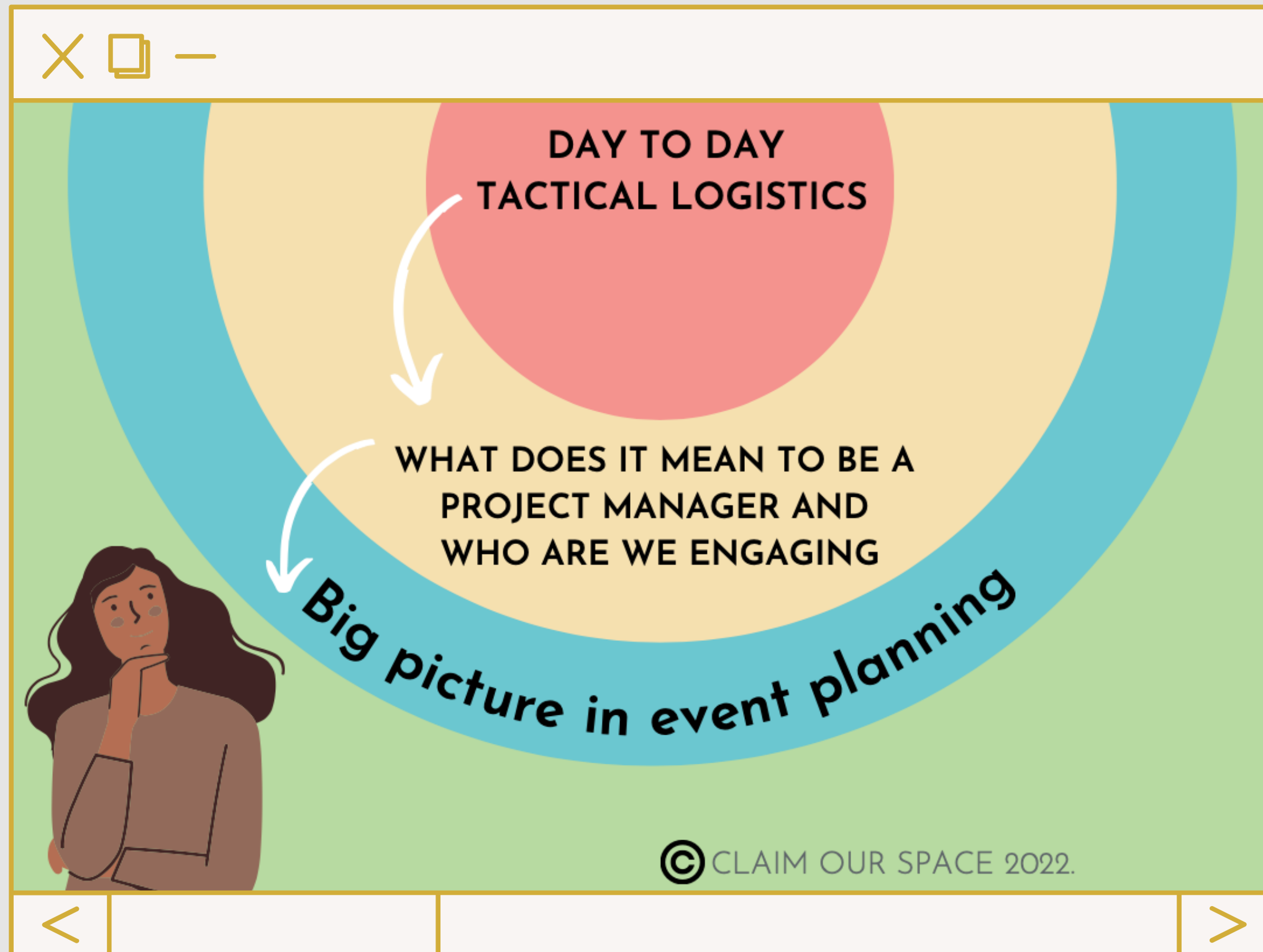


Notable Design Projects (cont.)

● FALL 2020

- These images were photographed and published for the Black Ink Rising brand. The original set of photos were set in separate outdoor photoshoots. The images were later edited with a more artistic spin in the style of album and magazine covers.

Black Ink Rising



Notable Design Projects (cont.)

● SPRING 2022

- For Claim Our Space, Olivia designed the digital workbook that was used in the first round of the company's Inclusive Event Training series. Attendees downloaded and recorded responses in the workbook during the virtual event. You can [view the entire workbook here.](#)

KEYNOTE SPEAKER



PROFESSOR PLO LUMUMBA
 Author, Lawyer, and Director of The Kenya School of Law

AFRICAN LEADERSHIP CONFERENCE
Mainstage

HOSTED BY:
African Economic Development Solutions
Building wealth within African immigrant communities.



AFRICAN WOMEN LEADING AND BUILDING SOCIAL CHANGE MOVEMENTS

MODERATED BY:
 Lulete Mola, Co-Founder and President of the Black Collective Foundation



 NELIMA SITATI MUNENE African Career Education and Resource, inc	 FARHIO KHALIF Voice of East African Women
 COMFORT DODO Phumulani Minnesota African Women against Violence	 RAHEL GETACHEW Afrolehar Branding

Notable Design Projects (cont.)

FALL 2022

- For African Economic Development Solutions, Olivia designed in-person signage and the PowerPoint that was used during the 2022 hybrid conference.

Black Ink Rising

Design

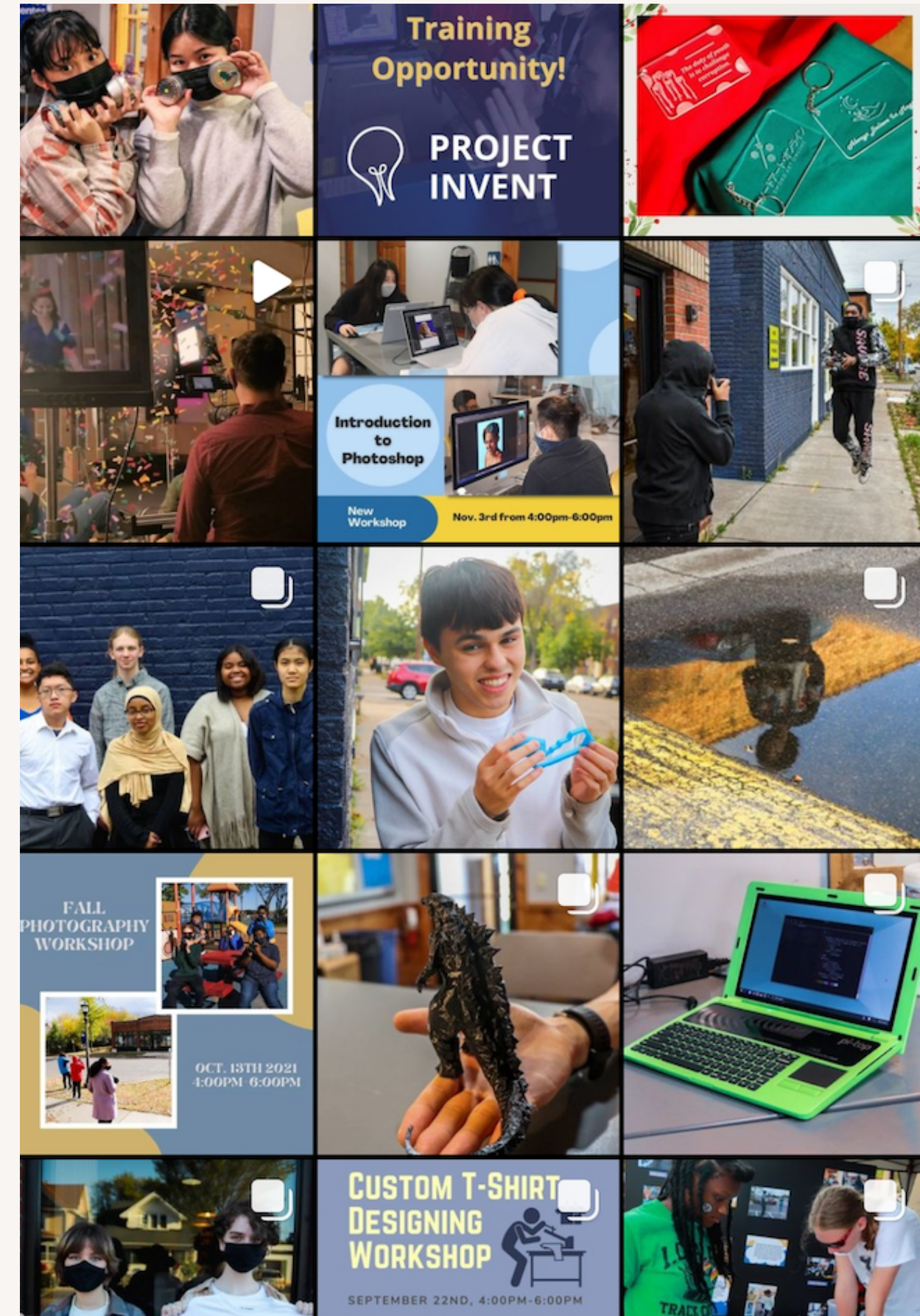


Notable Marketing Projects

● 2021 – 2022

Black Ink Rising's marketing services include creating a strategic marketing plan, market research, curation of branding, and posting of actual materials.

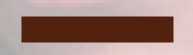
- At the Best Buy Teen Tech Center, Olivia pioneered the move to a new social media platform (Instagram). The focus was to regularly update the community of what youth were working on at the center as well as promote the tech center brand. Olivia accomplished this by consistently photographing and videoing content. Olivia's favorite part of the marketing plan was the overall cohesiveness of the account feed. She also piloted the first monthly newsletter for the tech center.





Film and UGC

C R E A T O R



Black Ink Rising

Portfolio

PORTAIT



▼ **#ModelReady**



▼ **#StudioWork**



▼ **#MoodyGrams**

What is Black Ink Rising's style?

Olivia describes it as a moody, color saturated fashion show. She loves to spend time planning out photoshoots down to what props will be included, the outfits, poses, and "story" that the photos will tell.

Portfolio

LANDSCAPE



▼ #CabinLife

Capturing images of property that would soon hit the real estate market.



▼ #HikingMinnesota

Macro shots of fall flowers.



▼ #StreetPhotography

Beach houses in San Diego with perfect contrasting colors.

You can [view more photos on this website page.](#)

Portfolio

USER-GENERATED CONTENT



▼ #Puma

This is a mockup ad created for a shoe and street clothing company.



▼ #ThriftingHome

This is a mockup ad created for a DIY influencer that also does interior design.



▼ #NaturalRemedies

This is a mockup for an influencer / small business whose content focuses on healthy living.

What is UGC?

UGC stands for user generated content and it is a marketing technique that has been occurring around us for ages. Companies large and small are choosing to hire individual contractors to create their marketing campaigns instead of an entire department.

Why UGC?

UGC differs from the normal marketing services in that the content creator is the main "character" in the created materials and is promoting the product from the viewpoint of the customer versus the viewpoint of a company. Companies hire UGC creators that are already invested in the subject area to give reviews on products or services.

UGC Creator vs Influencer:

- Influencers have a sizeable following already. Companies pay to advertise on that influencer's platform to that specific following. Companies must have the promotion already ideated, written out, and ready for the influencer to use.
- UGC Creators may not have a sizeable following but create the promotions themselves and sell the rights of the promotion (whether it be photo, video, voice over) to the company for future use. Companies provide the UGC creator the product and topic guidelines and end up having flexibility with where the final promotion is distributed and how often.
- Just like when booking other vendor services, Influencers and UGC Creators will have contracts put in place dictating the scope of the project and client's rights for use post-project.

Copywriting

Black Ink Rising also houses copywriting services. Copywriting can be booked independently where Olivia composes blog posts and newsletters or it can be an add-on to other services like when doing UGC creation.

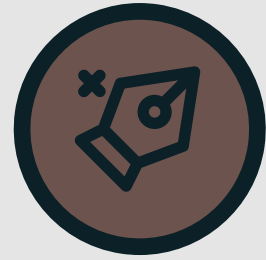
Our expert industries for copywriting:

- Music Industry
- Film Industry
- Travel Industry / Cultural Experiences
- Outdoor Adventure / Hiking / Kayaking
- Gym / Exercise / Workout Industry
- Healthy Living / Healthy Cooking Industry
- Event Planning Industry
- Fashion / Home Decor / DIY

Olivia has the tenacity, the vocabulary and the track record for writing compelling stories. You can [view collection of previous articles here.](#)



WWW.BLACKINKRISING.COM



Hi! I am looking for help with...



Olivia Farley

Let's Work
Together!