

EDUCATION

Savannah College of Art and Design • Savannah, GA
Fashion Marketing and Management B.F.A - Business Minor
Graduated Spring 2018, Magna Cum Laude, GPA 3.8/4
Study Abroad SCAD Hong Kong

Fashion Institute of Technology • New York, NY
Beauty Industry Essentials, Non-credit Certificate of Achievement

The Business of Fashion • BoF Education
Fashion Styling and Image Making Masterclass
Digital Marketing Masterclass

PROFESSIONAL SKILLS

Graphic Design
Copywriting
Creative Production
Trend Forecasting

Project Management
Brand Management
Digital Marketing Strategy
Influencer PR & Marketing

Business Consulting
Team Building

Adobe Creative Suite
Microsoft Office Suite

Fashion Styling
Art Direction
Fashion Merchandising

Native Spanish
Fluent English
Basic French & Italian

WORK HISTORY

ANN TAYLOR | MAY 2021 - CURRENT

Senior Graphic Designer • New York, NY

Responsible for developing editorial and promotional digital assets from concept to final creative. Direct report to the Creative Director. Fast-paced, in-house, collaborative environment. Working on multiple, volume-heavy, projects simultaneously.

Keeping close work relationships with project managers, copywriters, marketing associates, and other creatives. Managing and directing the junior graphic designers on our team, on occasion.

INDEPENDENT CONSULTING | DECEMBER 2021 - CURRENT

Maintaining a constant flow of ongoing consulting projects and contracts.

Offering services such as brand management, copywriting, social media strategies, graphic design, and digital marketing. The majority of my clients are in the fashion business. But I also work in industries like advertising and tourism. I specialize in generating value and ROI through sale increases, significant brand essence/presence, and business structure.

ESPECIA OFFICIAL | JANUARY 2021 - NOVEMBER 2021 | *Transitioned into a consulting client*

Brand & Marketing Coordinator • Remote

Brand keeper. Oversaw all marketing strategies and special projects. Managed the e-commerce team, influencer relationships, and department budget. Acted as the in-house graphic designer and photo producer. Developed all trend forecasting and concept development. *This was a very diverse role that allowed me to wear many hats.*

During my time leading the digital marketing strategies for Especia, **my team and I achieved the following:**

- 47% growth for the international email marketing database + 31% growth for the domestic email marketing database
- 17% increase in traffic, domestic website + 384% increase in traffic, international website
- 16K gain in followers for our Instagram account + Our IG generated an average of 70% of our e-commerce sales
- 30% average for our email-open-rate + 10% average for our click-through rate
Executed 18 monthly email marketing campaigns through both channels.
- Successfully evolved and shifted the brand image + Conceptualized, developed, and launched three external capsules.
Established and maintained an editorial, commercial, and international business calendar.
- Doubled our wholesale revenue, closed on several new clients (from boutique to department level).
Began to show our collection consistently in partnership with a showroom in NYFW.

GLOBAL LOUNGE NETWORK | JANUARY 2016 - DECEMBER 2020 | *Transitioned into a consulting client*

Design & Marketing Specialist • Remote • November 2019 - December 2020

Coordinated and developed creative projects, in a fast-paced environment, for executives all over the world. Always prioritizing corporate image and effective communication. My day-to-day also included market research and analysis. As well as, providing need-basis support to the global marketing team.

Graphic Designer, Freelance • Remote • January 2016 - November 2019

Designed, adjusted, and translated (English/Spanish) branded content, in a fast-paced environment for a global team. Always prioritizing corporate image and effective communication. Assisted, on a need-basis, the marketing department with special projects, both for corporate and advertising ends.

TORY BURCH | JANUARY 2019 - JUNE 2019

Graphic Designer, Global Education and Training • New York, NY

Developed effective graphic design assets for retail training, product knowledge, and special events, to improve the performance and seamlessness of the Tory Burch global customer experience. In addition to managing the Global Education company blog.

STUART WEITZMAN | SEPTEMBER 2018 - DECEMBER 2018

Instructional Designer • New York, NY

Developed effective graphic design assets related to onboarding, corporate culture, product knowledge, customer experience, and styling. In addition to managing the company's educational website where material for training purposes was posted.

CUYANA | JUNE 2018 - DECEMBER 2018

Sales Associate/Brand Ambassador • New York, NY

Ensured the execution of a memorable retail experience, through exceptional and contemporary customer service. Understanding the customer lifestyle was key to providing authentic engagement that would naturally turn into a returning customer. My day-to-day consisted of sales, floor activities, BOH operations, monogramming, and maintaining a flawless visual throughout the store.

SAVANNAH COLLEGE OF ART AND DESIGN | MAY 2015 - MAY 2018

Student Ambassador Coordinator • Savannah, GA

Worked in this part-time position for most of my time as an undergraduate student. Recruited, managed, and coordinated a group of student leaders who served as school representatives, developing exceptional customer service skills through fostering student success and working with prospective students.