



LUXURY BRAND MANAGEMENT | CREATIVE BRAND STRATEGIST

## EDUCATION

Savannah College of Art & Design (SCAD)  
Savannah, GA

**Master of Fine Arts**  
May 2025

Luxury Brand Management

**Bachelor of Fine Arts**  
May 2023

Fashion Marketing & Management  
Minor: Fashion Photography

## CERTIFICATIONS

LVMH Inside Certificate  
Adobe Lightroom Certification  
SCADamp Advanced Certificate

## SKILLS

### Software

- Adobe Lightroom
- Adobe Photoshop
- Adobe InDesign
- Canva
- Microsoft Office
- Figma

Fluent in English and Spanish  
Creative Problem Solving  
Social Media Marketing  
Visual Communication  
Storytelling  
Strategic Planning and Development  
Agile Thinking  
Content Creation  
Market Trend Research  
Project Management  
Customer Experience Strategy

## WORK EXPERIENCE

### **Athra - Content Creator**

Carlstadt, NJ

October 2025 - present

Produce and analyze content across Athra's brand portfolio, leveraging trends and insights to grow engagement and optimize performance. Retouch pictures and design graphics to support cohesive storytelling and elevate each brand's visual identity.

### **Zadig & Voltaire - Sales Associate & Key Holder**

New York, NY

June 2025 - September 2025

Support daily store operations and contribute to overall sales performance in a fast-paced, client-focused environment. Assist with inventory management, merchandising, and maintaining visual standards while delivering exceptional service to drive customer satisfaction and store success.

### **Hotel Bardo - Brand & Marketing Coordinator**

Savannah, Georgia

January 2024 - October 2024

Supported branding, digital communication, and creative services through collateral design. Ensured consistent brand messaging and visual identity. Assisted in planning and executing programming activations to enhance visibility and engagement.

### **Agatha Boutique - Brand & Marketing Lead**

Self-employed - Savannah, Georgia

December 2022 - February 2024

Directed multi-channel marketing and branding initiatives across digital, social, and experiential platforms to strengthen brand identity, elevate market positioning, and drive customer engagement. Managed campaigns and partnerships to ensure creative strategies aligned with business goals.