



LUXURY BRAND MANAGEMENT | CREATIVE BRAND STRATEGIST

## EDUCATION

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

**Master of Fine Arts**  
May 2025

Luxury and 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
- Shopify

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

**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 - Product Buyer & Marketing Lead**  
Self-employed - Savannah, Georgia  
December 2022 - February 2024

Managed inventory and purchasing, ensuring optimal stock levels. Updated social media, executed email and influencer marketing to boost brand awareness. Built lasting customer relationships to enhance loyalty and experience.

**LAKE - Client Services Associate**  
Savannah, Georgia  
January 2023 - June 2023

Assisted customers with orders, product inquiries, and account-related needs by providing timely and accurate support and working closely with the marketing team. Cultivated customer loyalty and repeat purchases through personalized services.

**Harper Boutique - Sales and Marketing Associate**  
Savannah, Georgia  
May 2021- April 2022

Engaged with customers and assisted in finding suitable styles to drive sales growth. Directed content creation for social media, enhancing brand visibility and customer engagement.