

PÉREZ

LUXURY BRAND MANAGEMENT | CREATIVE BRAND STRATEGIST

EDUCATION

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

Master of Fine Arts
Luxury Brand Management

Bachelor of Fine Arts
Fashion Marketing & Management
Minor: Fashion Photography

CERTIFICATIONS

LVMH Inside Certificate
Adobe Lightroom Certification
SCADamp Advanced Certificate
NYU Hospitality & Tourism Industry Essentials

SKILLS

Adobe Creative Cloud

- Lightroom
- Photoshop
- InDesign
- Illustrator

Canva
Microsoft Office
Figma
Klaviyo
Copywriting
Shopify
Brand Building & Management
Visual Communication
Content Strategy & Creation
Experiential Planning & Event Marketing
Market & Trend Analysis
Project Management
Customer Experience Strategy

LANGUAGES

English (Fluent)
Spanish (Fluent)

WORK EXPERIENCE

Athra - Content Creator
Carlstadt, NJ
October 2025 - present

- Lead content strategy across a multi-brand portfolio spanning 5 product lines and digital platforms
- Produce 70+ pieces of monthly content
- Increased engagement rate by 15-25% through performance optimization

Zadig & Voltaire - Brand Experience Associate
New York, NY
June 2025 - October 2025

- Recognized as top individual performance for 3 consecutive months within a high-volume luxury environment
- Acquired and retained the highest-spending client through strategic clienteling and personalized services

Hotel Bardo - Brand & Marketing Coordinator
Savannah, Georgia
January 2024 - October 2024

- Selected as part of the pre-opening team, supporting brand activation for a luxury boutique hotel and 7 operational verticals
- Promoted monthly events that consistently reached 100% capacity
- Developed and executed 50+ activations annually projected cadence to drive ongoing guest engagement

Agatha Boutique - Brand & Marketing Lead
Self-employed - Savannah, Georgia
December 2022 - February 2024

- Launched independent boutique, managing brand strategy, product sourcing, and multi-channel marketing over a 14-month period
- Executed 5 brand collaborations and over 10 pop-up events to drive customer acquisition and community engagement