



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.