

FASHION EXPERIENCE**ACTIVATIONS MANAGER**

Carhartt Work In Progress, London, UK
July 2019 - present

- Manage all visual activations for 7 UK stores and key regional wholesale accounts such as Harvey Nichols, Liberty's, Goodhood and Selfridges
- Provide strategic trend insight to retail directors on range planning, sell through, consumer behaviour and product recommendations for future seasons
- Collaborate with multiple cross functional teams on global product launches including, A.P.C., Nike, Awake, WTAPS, Stussy and Ashley Williams
- Partner with a wide network of local designers, event agencies and industry experts to deliver innovative brand solutions as a leader in experiential retail trends and culture drivers
- Deliver informative presentations and trainings to a team of 50+ junior associates to uphold the highest level of consumer experience

MARKETING INTERN

Carhartt Work In Progress, London, UK
September 2018 - July 2019

- Coordinated event deliverables for collaborations with the likes of Carlotta Guerrero, Loyle Carner, NTS, Ama Lou, and Fela Kuti
- Pitched the marketing team with local industry leads for partners and sponsorship of which many were selected and pursued to completion

STYLIST

Adidas / Fresh Base Productions, London, UK
July 2019

- Lead Styled for the 2019 Adidas London advert: Dare To Create
- Liaised with the Fresh Base Productions and talent teams to ensure efficient execution and final product

STRATEGY EXPERIENCE**ACCOUNT STRATEGIST**

PHD Media, Chicago, IL, USA
February 2018 - September 2018

- Developed client-facing media campaigns with partners including Google and Conde Nast to drive revenue growth and advisory, multimedia recommendations
- Improved media engagement across print and digital platforms for global clients such as Porsche, Converse, P&G and Sea-Doo
- Participated on the New Business team to successfully pitch brand partnerships by tracking and reporting on new industry trends in retail
- Sustained media vendor relationships such as Instagram and Spotify and participated as a thought leader on traditional/digital media landscapes.

ASSISTANT STRATEGIST

PHD Media, Chicago, IL, USA
April 2017 - February 2018

- Competed in the FY18 Cannes Young Lions Media Challenge to demonstrate innovative approaches to emerging technology and design
- Selected for Omnicom Network's Emerging Star program out of 1,500 Omnicom global agencies
- Nominated as the Marketing Chair of the Omnicom Diversity Council

MARKETING MANAGER

Launchway Media, Buenos Aires, ARG
July 2016 - December 2016

- Launched the growth of Latin American tech startups to the U.S. through go-to-market PR strategies, securing placements with digital publications such as Wired and Mashable
- Liaised between agency, client and creative content teams in both English and Spanish on press kit pitches, commercial projects and editorials

RESEARCH + SOCIAL EXPERIENCE**DESIGN MANAGER**

Freelance, London, UK
January 2019-present

- Design manage public voice behind digital platforms for emerging brand projects in the fashion & retail industry through content creation, focus groups, qualitative research methods and metrics reporting
- Most recent clients include: Levi's, Nike and Easy Stitch

JUNIOR ACCOUNT MANAGER: COMMERCIAL

Weber Shandwick, Chicago, IL, USA
January 2017 - April 2017

- Produced public relations pitches from ideation to execution and conducted daily monitoring to produce daily and weekly media reports.
- Participated in media trends projects across multiple industries and categories

JUNIOR EXECUTIVE

San Jose Group, Chicago, IL, USA
December 2015 - April 2016

- Explored Total Market consumer intelligence, provided analysis of consumer behavior for LATAM target audiences, assisted in the development of bilingual pitch decks, and supported the development of multicultural message planning for Fortune 1000 clients.

SOCIAL MEDIA MANAGER

McDermott Management, Portland, OR, USA
May 2013 - May 2016

- Curate and maintain the creative standards of social media accounts for an agency that represents artists and photographers for brands such as Nike, Marc Jacobs, Vice and Yahoo.

ASK ME ABOUT...

- Partnering with Central Saint Martin's on an International Women's Health workshop
- Pitching my MA Dissertation on the Future of Gender in Streetwear
- Living in Buenos Aires and accidentally becoming an international talent scout
- Being nominated as the USA Omnicom Network's Emerging Star out of 1,500 global agencies

EDUCATION

UNIVERSITY OF THE ARTS LONDON

Design Management & Culture MA
September 2018 - December 2019
Graduated with Distinction

GOOGLE CHICAGO HQ

Content Strategy Certificate
April 2018

Awarded after completing a Google course on how to optimize branded campaigns and content strategy

UNIVERSITY OF OREGON

Public Relations BA
June 2012 - May 2016
Graduated Cum Laude

SKILLS

- **Consultancy Skills:** Design Research, Presenting/Pitching, Brand Positioning and Project Management
- **Technical Skills:** Adobe Photoshop, InDesign, Final Cut Pro, Microsoft Softwares and Keynote
- **Languages Spoken:** English and Spanish