

PAOLA RÍOS

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*creative content
& marketing*

Experience

Influencer & Content Manager

Aurate New York 2019–Present

Design social media content, graphics, and newsletters. Create print material such as direct mailers and postcards. Work closely and support the Head of Marketing, CRM Director, and Creative Director with projects. Deliver high performing and profitable KPI's regarding influencer outreach and partnerships. Responsible for Influencer Marketing data and budget. Style, coordinate and assist photoshoots and store events. Successfully launched multiple product collections with Kerry Washington.

Sales Associate & Visual Merchandiser

Banana Republic 2018–2019

Increase sale performance daily. Design and style visual displays. Provide customer service and exceed customer expectations throughout the shopping experience.

Freelance Graphic Design

MGMT MGMT 2018

Education

Fashion Marketing & Management
BFA: Bachelor of Fine Arts
Language & Cultural Studies | French
Minor

Savannah College of Art & Design
2015–2019

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Skills

Multitasking
Communication
Collaboration
Organization
Styling

Creative Thinker
Fast turnaround
KPI Driven
Creative Direction
Print media

Programs

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Excel
Sketch
Attentive
Cordial
Shopify

Awards

Silver Winner

CLIO Awards 2018

Student Prestige: Film
The Woman in White

Summa Cum Laude

Savannah College of Art & Design 2019

Languages

Spanish Native

English Native

French Good