**Rachel Pereira**

*FASHION MERCHANDISING STUDENT (B.B.A)*

Passionate and dedicated full-time student with a love for fashion trends, forecasting, and social media strategizing. Interested in pursuing a career in fashion styling/coordinating, PR, and visual/graphic design, including magazine design and creative merchandising. My personal style can be described as sophisticated-trendy-chic, and I'm excited to blend my interests in fashion and design into a dynamic career.

**Experience:**

Style Advisor / Sales Associate Banana Republic, Edgewater NJ | Oct 2021 – Present

* Provided exceptional customer experiences and informed customers about product quality, value, and style
* Balanced customer needs in a fast-paced retail environment
* *Recognized and awarded "Stylist of the Month" for exceptional styling skills and customer satisfaction*

Public Relations Fashion Intern Agentry PR | Sept 2023 - Dec 2023

* Managed daily sample trafficking, coordinating with editors/stylists to send and return samples for shoots and events from designer collections
* Crafted brand pitches, staying abreast of media trends and conducting influencer market research
* *Increased sample return efficiency by 25%*

Social Media Content Planning and Account Management: September Media Services | Feb 2022 – May 2024

* Created and edited unique, trendy content including graphics, reels, and stories for multiple social media accounts (IG)
* Managed multiple client accounts, engaged with followers, and promoted company events
* *Boosted social media engagement by 30% through targeted content planning and audience interaction*

**Volunteer:**

Riviere Agency/Christian Cowan & BB’s Backstage/Badgley Mischka NYFW | Feb 2023

* Assisted the Riviere Agency PR team with product placement at the Christian Cowan show during NYFW
* Helped set up and oversee the entire show to ensure everything ran smoothly
* Gained insight into runway looks to effectively highlight the designers' visions

**Skills:**

* Adobe Illustrator and Photoshop
* Photo and video editing
* Trend forecasting
* Canva content creation and design
* Social Media Management
* Attention to detail
* Creative problem solving

**Education:**

* LIM College: New York, NY | *BBA in Fashion Merchandising, Styling Minor (Expected graduation Dec 2024)*
* Florence University of Arts: Florence, Italy | *Study Abroad, The Arts in Florence (Summer 2024)*

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