MIA HERNANDEZ

Fashion Ambassador

✉ m.hernandez@email.com   📞 (123) 456-7890   📍 New York, NY

in LinkedIn

WORK EXPERIENCE

Fashion Ambassador

Barneys New York

📅 2019 - current   📍 New York, NY

- Ideated Instagram stories through VSCO, contributing to a 29% upsurge in story viewership and a 14% rise in direct message engagement.
- Crafted a visual narrative for a high-fashion editorial series using Lightroom, driving a 27% increase in user interaction on Instagram and Facebook.
- Conducted personal shopping sessions with Zoom, leading to a **36% boost in client purchases** post-consultation.
- Implemented 4 unique influencer engagement strategies based on competitor analysis via Influencity, achieving a 12% increase in organic reach.

Fashion Merchandiser

Macy's, Inc.

📅 2016 - 2019   📍 New York, NY

- Designed a digital catalog for seasonal collections using Canva which grew pre-orders by 11%.
- Leveraged Fashion Snoops which allowed the early adoption of 3 trendsetting styles, **accounting for 7.2% of the season's profit**.
- Collaborated with the e-commerce team to synchronize online and in-store inventories, slashing order cancellations due to stock issues by 47%.
- Developed a cross-functional team to launch a successful pop-up shop concept, gaining a 23% increase in average deal size for featured products.

Brand Representative

Bloomingdale's

📅 2014 - 2016   📍 New York, NY

- Created engaging video content for holiday campaigns using Final Cut Pro, **contributing to a $22,754 rise in sales**.
- Managed a portfolio of 16 luxury brands, ensuring consistent representation in line with brand guidelines.
- Initiated a CRM strategy using Google Workspace, leading to an 18% uplift in customer satisfaction scores in post-purchase surveys and in-store feedback.
- Targeted emerging fashion trends relevant to Bloomingdale's target market, generating a 13% boost in revenue for the quarter.

EDUCATION

Bachelor of Fine Arts
Fashion Design

Parsons School of Design

📅 2009 - 2013
📍 New York, NY

SKILLS

- Canva
- VSCO
- Final Cut Pro
- Lightroom
- Google Workspace
- Zoom
- Fashion Snoops
- Influencity