

# SOL VEGA

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## PROFESSIONAL SUMMARY

Fashion Marketing & Merchandising | Fashion Design | Stylist | Creative Direction

## EDUCATION

Savannah College of Art and Design (SCAD) | **B.F.A, Fashion Marketing and Management / Minor in Fashion Design**  
**3.9 GPA | Magna Cum Laude**

June 2022

## PROFESSIONAL EXPERIENCE

### Business Owner and Designer, Solé Jewelry Brand

October 2020 – January 2021

- Financial Forecasting Analysis.
- Proposed influencers, and talent to engage with for campaigns and partnerships.
- Tracked social media engagement and identified current social media trends.
- Assisted in the execution of PR events.
- Managed social media content calendars across platforms to ensure brand consistency and accuracy.
- Created social media content and organized weekly photoshoots.

### Stylist and Dresser, SCAD Fashion Show

2022

- Organized and maintained accessories and clothing in the dressing areas.
- Dressed models, and styled models for the runway.
- Communicated effectively with backstage staff.

### Intern, The Hanger, Multi-brand Store

March 2020 – June 2020

- Supported weekly delivery status, seasonal delivery, and e-commerce product review. Recap post-shoot insights with metrics and soft knowledge feedback.
- In charge of Creating Marketing Reports.
- Supported the PR team on in-store events and activations.

## ACADEMIC EXPERIENCE

### Marketing Analytics, "Prada Embrace Campaign", Contemporary Issues in Fashion Merchandising

2021

- Created a Marketing Analytics Strategy for Prada, that will help them to revolutionize their current events and strategies in order to expand their values and target market.
- Analyzed KPIs and metrics that are critical to achieving the marketing strategy. Developed a marketing funnel and monthly plan to attract current and prospective consumers. Analyze data and deliver actionable recommendations to improve customer acquisition, and optimize acquisition spend and conversion to improve ROI.

### Tiffany & Co., Pop-Up Store in Changi Airport, Retail Management (Team of 4)

- Created a pop store in Singapore in order to target new customers from the Asia-pacific area. It was focused on travel retail opportunities by choosing an airport as the selected location. Created a creative marketing strategy by organizing a themed event.
- Planned a budget, marketing strategy and analyze data in order to create an innovative store concept inspired by the holidays

### Melange Magazine, Current Trends and Forecasting (Team of 4)

- Created an editorial magazine that covered relevant topics if the fashion industry such as sustainability, beauty, and Latin American art. Conducted interviews and wrote editorial articles for the magazine.
- Directed and produced photoshoots, that were relevant to the magazine. | **Roles:** Creative Diction, Production, Styling, and Journalism.

## AWARDS / RECOGNITIONS

- SCAD Dean's List – **GPA 3.9** January 2018 – June 2022
- SCAD International Student Scholarship January 2018 – June 2022
- SCAD Academic and Achievement Honors Scholarships January 2018 – June 2022
- American Photography AP38 Awards March 2022  
- Creative Direction & Styling for winning image from photographer Patrick Cox.

## SKILLS

**Industry:** Marketing Strategy and Analytics, Merchandising, Trend Forecasting, Market Research, Buying Plans, Editorial Calendar Planning, Social Media Management, Assortment Planning, Techpack Development Graphic Design, Drawing, Painting, Sewing, Stylist, CAD.

**Software:** Photoshop, Illustrator, InDesign, Lightroom, Excel, PowerPoint, Word, Microsoft Office, Canva, Google Documents. **Social Media:** Instagram, Facebook, TikTok, YouTube, Pinterest and Twitter

**Professional:** Detailed oriented, Multitasking, Critical Thinking, Strategic Planning, Time Management, Organization, Leadership, and Communication.

**Languages:** Spanish and English Fluent