

Violeta del Carril

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EDUCATION Parsons School of Design, The New School. New York, New York

Candidate for Bachelor of Business Administration in design and management

Anticipated Graduation May 2022

Cumulative GPA: 3.80

Relevant Coursework: Design-led Research, Strategic Management, Systems Thinking, Product and Service Development, Innovation, Finance and Sustainability

PROFESSIONAL EXPERIENCE

Hear Me Raw

New York, New York

Social Media Manager and Content Creator

September 2021 – Present

- Created content for Hear Me Raw resulting with an increase of 2,000 followers on Instagram in less than 2 months.
- Edited, published, and drafted content to use on all of the brands social media profiles.
- Identified more accurate target customer base which increased social media retention by 18%.

Parsons BBA

New York, New York

Social Media Content Creator

March 2021 – Present

- Created and curated content for social media and website for the upcoming BBA senior project symposium
- Presented and arranged more than 200 student projects for the graduating class of 2021

Normou

Miami, FL

Social Media Manager Intern

March 2021 – November 2021

- Directed and produced content creation for Normou.com that generated over 20k impressions in one week
- Engaged with the brands customers to understand the concept of the business and product goals
- Collaborated with over 5 new apparel items each week to showcase on social media platform

C&V Swimwear

Miami, FL

Owner

July 2016 – February 2021

- Designed and produced swimwear for local sales beginning in 2016
- Developed a marketing distribution strategy to expand the brand beginning in 2020
- Managed relations with international suppliers.
- Expected to grow from local to international sales with a projected distribution in 5 different states and 3 countries

Intermix

New York, New York

Sales Assistant

March 2019 – June 2019

- Ensured customer satisfaction through personalized service to upwards of 50 customers daily
- Maintained outstanding store condition and visual merchandising standards
- Assisted the sales process through maintaining, organizing and stocking store with more than 500 pieces of inventory

VOLUNTEER EXPERIENCE

Nobis Foundation de Noboa

Guayaquil, Ecuador

June 2017

- Instructed math, science, and art to about 100 orphans around the ages of 2 to 8 in Ecuador.
- Created leadership activities and educational exercises for the children.

Salt

Miami, FL

August 2015- May 2018

- Organized fundraisers to supply clothing and materials for underprivileged youth in Miami.
- Participated in activities and events with the children every month.

SKILLS AND INTERESTS

Computer Skills: Proficient in Adobe Illustrator, Photoshop, InDesign and Microsoft office.

Technical design skills: pattern making, sewing

Languages: Fluent Spanish and English, proficient in Italian

Interests: Tennis, Social Entrepreneurship, Innovation, Education, Languages, Sustainability Development, Travel