



## CONTACT

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## SKILLS

- Creative Consulting
- Adobe Softwares
- Styling
- Videography and Photography
- Editing Photo and Video Content
- Visual story-telling
- Social Media Marketing
- Visual Merchandising
- Marketing Strategy
- Branding
- Digital Modeling in Rhino
- Basic Fashion Sketches
- Fashion Copyright
- Highly Organized
- Speak Intermediate Farsi and Spanish

## WORK EXPERIENCE

### SONYA DAKAR

Jan 2022 to March 2022

*Freelance Project Manager/ Creative Content Director*

- Managed multiple ongoing projects with brand clients
- Managed multiple social media channels including Instagram and Tik Tok
- Developed content strategy and executed including photo, video, video editing, and copy writing.
- Directed intensive Spring Photoshoot including creative direction, styling, photo direction, model sourcing and more.

### HAUTE REFLECTION

2015 to Present

*Owner and Creative Consultant*

- Haute Reflection has evolved from a fashion blog into a full stack creative agency
- At Haute Reflection, I specialize in videography while offering a range of other services including creative marketing strategy, branding, and photography.
- My portfolio includes brands across all industries, including Dream Pops, No Standing NYC, Brunch.us, and The Reflective

### LANVIN

June to August 2020

*Visual Merchandising and Retail Operations Intern*

- Worked directly with Director of VM at multiple locations including, Madison Ave and Soho
- Studied and incorporated the history of the brand and its collections into the visual merchandising process.
- Also contributed to multiple business functions including data organization, client outreach and client services.

### STYLE ME SAVVY

June to August 2020

*Social Media and Marketing Intern*

- Style Me Savvy is a digital personal styling platform based in one of the top tech start-up hubs of the world, of Tel Aviv
- Focused on social media content and strategies for growth.
- Also created flows for style quizzes using an algorithm, participated in meetings with the C-suite, and wrote content for their website.

### TAMID GROUP

Feb 2018 to December 2019

*President and Founder*

- I founded the TAMID GROUP Chapter at Babson College, and brought our chapter to Alpha status as President.
- As the President my tasks included: creating an executive board, recruiting members, directing multiple consulting and finance projects every semester, organizing events, and conducting weekly meetings with the TAMID Group HQ, my chapter's executive board, and members.

## EDUCATION

### PARSONS, THE NEW SCHOOL

2020 to 2022

Bachelor of Strategic Management and Design (BBA), and Minor In Fashion Communications

- Honors: cum laude (GPA: 3.8/4.0)

### BABSON COLLEGE

2017 to 2019

Associates Degree In Entrepreneurship