

# MARIA JULIA AMARAL

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## Education

### Parsons School of Design Bachelor of Business Administration

2018 - Present

- GPA: 3.98, Dean's List for all semesters

### American International School of Johannesburg

Johannesburg, South Africa

2016 -2018

- IB Diploma

### Greengates School

Mexico City, Mexico

2013 -2016

- IGCSE Certificate

## Relevant Coursework

- Marketing, PR & Branding
- History of Fashion
- Fashion Trend Analysis
- Fashion Photography & Social Media

## Skills and Languages

- **Fluent in Spanish and Portuguese**
- Adobe Creative Suite—Photoshop, InDesign, Illustrator, Audition, Premiere Pro CC
- Google Suite—Docs, Sheets, Slides, Forms
- Microsoft Office—Word, PowerPoint, Excel

## Professional Experience

### Brand Development & Creative Strategy

COETERI

Aug. 2021 - Jan. 2022

- Developed and delivered multiple pitch presentations for Coeteri, a platform showcasing up-and-coming, environmentally-conscious, designer brands for potential investors and collaborators
- Developed marketing and branding roadmaps including the brand's tagline and Unique Selling Proposition (USP)
- Conducted and presented research on customer discovery, customer validation, profit, and market size analysis for the brand
- Evaluated the best-fitting business model and method of operations for the brand in its start-up stages

### Wardrobe Assistant

Barbara Berman

Feb. 2022

- Assisted Barbara Berman's dressing team backstage for Markarian Fall 22
- Navigated and accommodated models backstage in an intense, chaotic environment
- Organized clothes efficiently (pre-production) and promptly dressed models according to stylists' orders for the runway

### Fashion Model

Supreme Model Management

Jan. 2021 - Present

- Acquired first-hand industry knowledge and experience participating as a model: working for clients, prepping for and attending castings and events, networking, maintaining social medias, and growing a personal brand
- Liaised and collaborated with professionals in the field including brand owners, agents, assistants, photographers, makeup artists, stylists, among others
- Balanced irregular, demanding work hours and last-minute commitments along with school workload and extracurriculars

### Content Creator

Personal Brand: @M.JULIA

Aug. 2021 - Present

- Formed partnerships through communication and collaboration with prominent beauty, fashion, & accessory brands including: Poshmark, With Jean, Tiger Mist, The M Jewelers, LeSportsac, Merit Beauty, among others
- Independently planned, styled, and executed promotional content for commercial use
- Organized and scheduled all content for social platforms