

SIERRA WARSHAWSKY

STRATEGIC DESIGNER

PERSONAL PROFILE

Sierra is a strategic designer and marketer with experience in the tech, music, and fashion industries. With a background in visual arts, she combines creativity with business and strategic thinking. She is set to graduate in the Spring of 2022 from Parsons School of Design with a degree in Strategic Design and Management.

AREAS OF EXPERTISE

- Strategic Design
- Marketing, PR, & Branding
- Publicity
- Social Media Management
- Content Creation
- Writing and Communications
- Presenting and Public Speaking
- Project Management
- Software (Microsoft, Adobe, Google)
- Photography and Visual/Creative Arts

CORE SKILLS

- Leadership
- Teamwork
- Determination and Drive
- Strong Communications
- Creative Thinking
- Organization
- Problem-solving
- Time management

AWARDS & CERTIFICATIONS

Congressional Recognition (Gold Level) for Volunteer Service
California State Art Scholar
-Awarded via CalArts CSSSA Program
California State Legislature and Assembly Rising Star Award
Fashion and Sustainability Certification (UAL)
#1 on HerCampus' '18 Women Leading the Change in College Sustainability'

CONTACT

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WORK HISTORY

Mentorships

Warner Music Group - Career Classroom Series

Selected to be a part of this exclusive ten-week program, Sierra learned from top WMG executives about various areas of the music industry.

Grammy U Program - The Recording Academy (NY Chapter)

In The Recording Academy's Grammy U program, Sierra meets with the New York team to work directly with artists on campaigns, interviews, and events.

Street Teams - Fan to Band & Jonas Group Media

Sierra spearheads marketing and social media campaigns for artist release projects and works with fan engagement for various artists across all genres.

Internships

Campus Director - Bumble Honey Program at Bumble Inc.

Spring 2020 - Current

Managed a team of four and executed marketing campaigns, stunts, and analytics with Bumble Headquarters. Tasks include, but are not limited to, project management, social media management, coordinating, recruitment, etc.

Sony Music Entertainment

Summer 2021 (Epic Records) and Sony Music U (Current)

Worked on the Digital Marketing team at Epic Records on release rollout plans, social media management, asset creation, campaigns strategies, etc. Currently on the Sony Music U team as the College Marketing Rep for NYC.

Ambassador Programs

Niche.com - Ambassador Program Lead, thredUP, Her Campus Media-Founding Creator (Campus Trendsetters, College Fashionista, InfluenceHer Collective, Staff Writer for HerCampus at The New School), **Amazon Inc. - Campus Director, Nordstrom Inc. Fashion Ambassador, 28Row Girls Marketing and Influencer Program**

2014 - Present

Programs include creating and spearheading marketing campaigns, content creation, social media management, branding, journalism, and design.

Social Media Team Lead - Fashion Gallery NYFW (FGNYFW)

Communications Team

Sept. 2019 - Jan. 2020

Runway photography (photographs reposted online by Bella Hadid, Ebonee Davis, Gigi Hadid, etc.), and social media management for a dozen designers, incl. Magic and Melanin, Yvette Crocker, Jovana Louis, and Ex Mermaid.

ACADEMIC BACKGROUND

The New School - Parsons School of Design (4.0 GPA)

Strategic Design + Management, Fashion Communications Minor
Dean's List (4 semesters), Tau Sigma National Honor Society - Eta Upsilon
2020 - 2022

Pratt Institute

Creative Writing and Photography - Visual Arts

Theta Phi Alpha sorority, Hall Council Chair, Sustainability Council Chair
Fall 2020

University of the Arts London - London College of Fashion

Fashion Studies and Fashion Business - Foundational Degree
College Student Council Representative, Sustainability Working Group Board

2018 - 2019

Campolindo High School

Debate Club (#1 nationally), Artemis Rowing Club, Alliance Rowing Club, Choir (#1 nationally), School Newspaper (La Puma), Interact (Rotary) Club Vice President, Global Student Embassy (Volunteering in Ecuador), Academic Decathlon, Diversity Committee, Sustainability Consultant at the University of California Office of the President, President at Mogul and HerCampus

2014 - 2018