

Laylah Dinkins
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EDUCATION

Parsons School of Design: Bachelor of Business and Administration (Expected Graduation 2022)
GPA: 3.9

SUMMARY

I own a small jewelry business with my cousin where we specialize in designing handmade necklaces. I have a love for art and visuals, especially editing using Photoshop and Premiere. Collaboration is very important to me, the exchange of ideas with others helps me grow as an individual.

Evvie Jewels - Small Business Owner (2020 - Present)

- hand crafting beaded jewelry
- inspiring and representing black and muslim women in the art world
- showcasing inclusivity and dismantling stereotypes through representation
- learning and using Shopify management tools and apps
- creating Studio for curated photoshoots/videos
- social media content creation
- digital and Social Media marketing

Sophie Ratner Jewelry - Marketing Intern (2021 - 2022)

- creating efficient social and web marketing content and strategy
- packaging and shipping out orders in a timely manner
- editing shopify descriptions/photos
- assist in the day-to-day operations of the studio in Soho
- sample trafficking and shoot request for press
- administrative assistance in filing and record-keeping

Leap Services Inc. - Sales Associate (2018 - 2022)

- key holder for multiple locations around
- drafting and sending end of the day emails
- greeting customers by being inclusive and showing courtesy customer service
- creating source layout and merchandising in multiple locations
- creating a healthy and safe environment through store maintenance
- scanning in inventory shipments

Freelance Videographer (2016 - 2020)

- interviewing small artists ensuring their trust
- designing posters, flyers and ads
- experimental filmmaking

SKILLS

Final Cut Pro
1+ years
Proficient in Adobe Premiere 3+ years Proficient Adobe Photoshop 3+ years Proficient Adobe Illustrator 2+ years Camera Directing
Graphic Design
Microsoft Office Suite
Tableau
Powerpoint
Social Media Management
Digital Marketing
Photography
Videography
Shopify
Facebook Ads
Canva

APTITUDES

Organized
Detail Oriented
Enjoy learning new things
Open minded
Communication Skills
Self-Driven
Positive Attitude
Time-Management
Creative
Prompt
Interpersonal skills

AWARDS

Honor Roll
Media Camp Completion
UrbanX Scholarship
National Society of Leadership and Success
Camp Leader Role Model
Emerging Leaders Program