



# Pierina Avila Sabatino

DESIGNER + STRATEGIST

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## SUMMARY

Fourth year student in Strategic Design and Management at Parsons School of Design, New York City. Passionate towards Branding, Public Relations, Social Media, and Marketing. Proficient in Adobe Creative Suite, fluent in Spanish and English, Strong Communication, Design Research and Creative Thinking skills.

## CAREER

09/2021 -

PRESENT

Social Media  
Intern

**TELEPORT TV**

*fashion social media startup backed by founders fund*

- Assisted in the growth of the brand by raising awareness through various social media platforms and in-person events
- Developed influencer marketing strategies and led brand-influencer partnerships

05/2020 -

08/2020

Product  
Marketing  
Intern

**OMNIPANEL**

*knowledgebase for e-commerce data*

- Identified and curated emerging and popular brands in the direct to consumer (DTC) space as part of an initiative to build lead magnets and drive online traffic to OmniPanel's site.
- Monitored web traffic to analyze website performance and practiced search engine optimization to maximize efforts in creating brand awareness.

## EDUCATION

2018 - 2022

BBA Strategic  
Design and  
Management

**PARSONS SCHOOL OF DESIGN**

- Graduating May 2022
- Deans List 2020 & 2021
- Relevant Coursework: Public Relations, Marketing, Branding, Strategic Management, Managing Creative Teams, Information Visualization, Research and Development Methods

2017

Fashion Design  
Short Course

**ISTITUTO MARANGONI**

- Adobe Creative Suite Intensive
- Design Research, Trend Forecasting, Prototyping,

## SKILLS

Canva, Figma, Notion    Adobe Creative Suite,    Attention to Detail,  
Content Creation,    Microsoft Office    Organization & Management  
Instagram, TikTok       Creative Storytelling,  
Event Planning       Problem Solving, Persuasion,  
Brand Strategy