

ANA FERNANDA FLORES

Creative Assistant • Manhattan, 10002, United States • 786-717-0825

DETAILS

171 Suffolk St
Manhattan, 10002
United States
786-717-0825
flora491@newschool.edu

SKILLS

Graphic Design and Photography

Proficient with Adobe
Photoshop, Illustrator
and InDesign

Proficient with Google
Tools, Excell, Fashion GPS and
Shopify

High attention to detail

Creative thinking

Knowledge of fashion,
designers, models and
photographers

LANGUAGES

English




Spanish



French



Portuguese



LINKS

[LinkedIn](#)

[Instagram](#)

[Website](#)

ABOUT ME

Creative Art Director assistant with extensive knowledge in creative direction, fashion e-commerce, fashion photography and photoshoot production. Accustomed to performing well in fast-paced, deadline-driven environments.

EDUCATION

Parsons School of Design, NYC

August 2018 - Present

Strategic Design and Management major, BBA
Graduating with honors

INTERNSHIPS

Creative Assistant at Mirror Palais, New York, NY

August 2020 - Present

- Coordinate campaigns, photoshoots and e-com productions
- Assist with model casting and pre-styling
- Organize and distribute all photo and video assets
- Assist in creative direction and photography for new launches
- Work with the art director on designing impactful layouts for print
- Provide support in visual identity

Marketing and PR Intern at Loro Piana, New York, NY

June 2021 - September 2021

- Supporting event preparation and execution
- Create press clips and compile VIP coverage to track client press reviews
- Managing samples to and from leading media outlets and stylists
- Aid in influencer marketing and VIP mailing and tracking

Fashion Assistant at W Magazine, New York, NY

November 2020 - April 2021

- Assist in all W fashion closet operations
- Work closely with the Fashion team to help prepare all fashion for W photoshoots- celebrity covers, fashion stories, features, and digital shoots
- Oversee trunk shipments and handle returns liaising with PR agencies.
- Update and oversee the fashion server - appointment pictures, trunk photos, check-in, and return photos

Fashion PR Intern at Purple PR, New York, NY

November 2020 - February 2021

- Monitored all media, print, digital and social channels for brand coverage and competitor activity
- Scanned relevant articles for distribution around the team
- Utilized software system (launch metrics) to manage sample trafficking
- Coordinated sample loan and send-outs

Editorial & Social Media Marketing Intern at L'Officiel USA, New York, NY

June 2020 - November 2020

- Pitch, research, and write stories for the L'OFFICIEL USA website
- Transcribe interviews for the editorial staff
- Pitch and research content for social media
- Assist with photo research and the L'Officiel archive for Instagram