

# Tasha Maria Salamé

## DETAILS

+1 929 319 4979  
tasha.maria8@gmail.com  
tashasalame@newschool.edu  
www.linkedin.com/in/tashasalame  
15 Hudson Yards, 10001  
New York City

## LANGUAGES

FRENCH

ENGLISH

ARABIC

ITALIAN

SPANISH

## SKILLS

ADOBE ILLUSTRATOR

ADOBE INDESIGN

ADOBE PHOTOSHOP

ADOBE PREMIER  
PRO

GOOGLE ANALYTICS

MICROSOFT OFFICE  
SUITES

POWER BI

SALESFORCE

SHOPIFY

TABLEAU

TEAMWORK/CHQ

## PROFILE

Strategic design and management student with an interest in the Public Relations, Marketing and E-commerce sectors

## EMPLOYMENT HISTORY

### **BVLGARI, NEW YORK**

#### E-COMMERCE INTERN MAY-JULY 2021

- Created and analyzed multiple reports focusing on the digital strategy metrics and KPI's for both BVLGARI USA and CA.
- Worked closely with logistics while analyzing demands and trends to ensure stock and inventory would be present.
- Created a re-targeting strategy for clients.
- Created SEM and SEO email campaigns in both French and English.

### **AISHTI, BEIRUT**

#### MARKETING AND E-COMMERCE INTERN JUNE-AUG 2018/ JUNE-AUG 2020

- Consulting for their online shopping website and digital strategy.
- Creation of content for their platform and implementation of SEO and SEM strategy.
- Participated in the creation of events for VIP guests for both the art foundation and retail part.
- In charge of the creative direction and styling for shoots.

### **KIRNA ZABETE, NEW YORK**

#### E-COMMERCE CONSULTANT SEPT 2021-SEPT 2021

#### E-COMMERCE AND DIGITAL MARKETING INTERN JAN-MAY 2021

- Tracking of competitive analysis and creation of strategies in response.
- Product uploads onto the website with the use of multiple software (Copywriting, Photoshop, Cross Sells and Shopify).
- Creation of newsletter and fashion content for digital platforms and emails.

### **PRINTEMPS, PARIS**

#### MARKETING AND VIP SERVICES INTERN JUNE-JULY 2019

- Creation of events for VIP clients, Influencers and Key Opinion Leaders.
- Assisted with the creation of partnerships with multiple high-end luxury brands, partners and influencers.
- Coordinated with different sectors of the company and outside partners to create their biggest summer operations while keeping in mind their large asian customer base.

### **ELIE SAAB SAL, BEIRUT**

#### DIGITAL MARKETING INTERN MAR-APR 2016

- Assisted with the marketing strategy for the upcoming fashion show.
- Copywriting for their digital platform.
- Conducted competitive analysis for marketing strategy.

## EDUCATION

### **PARSONS SCHOOL OF DESIGN, NEW YORK/ PARIS**

#### STRATEGIC DESIGN AND MANAGEMENT STUDENT (BBA) AUG 2018- MAY 2022

GPA: 3.83

AWARDS AND HONORS: Dean's List, Merit Scholarship

### **GRAND LYCEE FRANCO-LIBANAIS, BEIRUT**

#### FRENCH BACCALAUREATE IN THE SOCIO-ECONOMICS SECTION 2003-2018

AWARDS AND HONORS: Highest honors of the French Baccalaureate