

FABIOLA LLAMA



CONTACT

+787-930-7858

contact@fabioilallama.com

fabiolallama.com/styling

SKILLS

- Writing and editing
- Sample Management
- Collaboration
- Microsoft Office
- Sourcing
- SQL
- Photoshop
- Publicity
- Social Media Managing
- Logistics
- Steaming,
- Hand Sewing
- Garment Care

LANGUAGE

- English
- Spanish

EDUCATION

Google Coursea Certification

Data Analytics

May 2024

Fashion Institute Of Technology

Center for Continuing Professional Studies

Advanced Styling

May 2022

Lynn University

B.S. in Entrepreneurship

Minor: Fashion Retail and Marketing

Aug 2020

WORK EXPERIENCE

Saks.com

JR STYLIST (FREELANCE)

December 2023- Present

- Ability to curate product selections that align with brand identity and target audience preferences.
- Strong organizational skills and ability to prioritize tasks in a fast-paced environment.
- Strong understanding of current and emerging fashion trends across womenswear, menswear, and accessories.
- Edit wardrobe and credits and log in props
- Excellent communication and interpersonal skills.
- Strong attention to detail and commitment to quality.

Velvet.co International

PR / MARKETING ASSOCIATE

August 2022- August 2023

- Pitched relevant stories to media outlets in order to increase brand awareness
- Administered incoming and outgoing merchandise as brands launched new collections and created systems to increase efficiency
- Produce copy for fashion stories to increase brand awareness and press exposure. Secured press coverage from recognized media outlets such as Forbes, Harper's Bazaar, NY Post, ext.
- Support team in managing influencer exposure.

Yelitza Villafaña Atelier

VISUAL MERCHANDISING AND SOCIAL MEDIA MARKETING

Aug 2021 - March 2022

- Curated content tailored to reach the target audience.
- Increased brand awareness through various marketing channels.
- Seasonal creation of storefront visuals to drive sales of new merchandise.
- Implement SEO strategies to optimize online content for improved search engine visibility and organic traffic. Conducted keyword research and worked with meta tag optimization.
- Implemented a system to automate posts and prevent content burnout.
- Created, optimized and published content for boutiques website and other digital platforms. This includes product descriptions, content stories, and multimedia content, and following brand guidelines
- Introduced reels to the content strategy to enhance visibility.
- Curated Facebook ads to augment sales and brand awareness.

HangRr App

SOCIAL MEDIA AND INFLUENCER MANAGER

July 2020 - July 2021

- Developed deliberate planning, strategies, and established goals
- Created brand identity, increased brand awareness, and managed online reputation
- Managed contracted influencer collaborations from start to finish
- Executed SEO strategies to generate inbound traffic and increase content reach
- Monitor and analyze the performance of online content using analytics tools, tracking key metrics such as traffic, engagement, and conversion rates. Provide regular reports and insights to inform content strategy and optimization efforts.
- Facilitated the growth of a community of fashion enthusiasts
- Improved content quality and devised weekly plans that boosted engagement and brand awareness
- Formulated a robust content plan
- Optimized account management platforms to streamline the onboarding process