

ADRIANA



ABRANTES

SUMMARY

Results-oriented, quality-driven and effective leader with extensive experience in merchandising. Focused and diligent, with a creative eye for detail and ability to develop innovative and engaging displays. Multi-tasker who works well independently and consistently exceeds.

EDUCATION

Academy of Art University — San Francisco, CA
Bachelor of Fine Arts — Fashion Design —2015

LANGUAGES

Portuguese.....Native
English.....Fluent
Spanish.....Professional Working Proficiency
French.....Elementary Proficiency

SOFTWARE

Adobe Photoshop * Adobe Illustrator * Adobe InDesign
Microsoft Office * G Suite * Gerber Accumark * Wordpress
Microsoft Expression * POS Systems

CONTACT

MIAMI, FL

PORTFOLIO.....www.adrianaabrant.es.com
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DESIGN

Graphic Design * 3D Construction * Croqui Illustration Rendering * Computerized 2D Flat Sketches * Pattern Drafting Sewing * Styling * Textile Design * Concept Development Book Development & Editing

PRINT

Brochures * Newsletters * Logos * Business Cards & Stationery * Posters

SKILLS & ASSETS

Client Management * Event Coordination * Customer Service Merchandising * Marketing * Data Entry * Record Keeping Basic Hand & Power Tool Knowledge * Inventory Management

EXPERIENCE

PRINT DESIGN ASSISTANT, PERRY ELLIS INTERNATIONAL, DORAL, FL — 2017 - PRESENT

- ❖ Assists designers with special projects such as fabric swatch cards and catalogs.
- ❖ Creates presentation boards.
- ❖ Pulls and mails color standards to overseas partners and US design departments.

WEBSITE CONTENT MANAGER, MIAMI DADE SCHOOLS, CORAL GABLES, FL — 2016 - 2017

- ❖ Oversaw website's content and updated weekly.
- ❖ Monitored site traffic as well as feedback to update site accordingly.
- ❖ Created and prepared promotional material and organized school events.

FOUNDER AND CREATIVE DIRECTOR, THE YELLOW HARE — 2014 - PRESENT

- ❖ Developed and designed site focused on travel, fashion and photography.
- ❖ Ensured that art direction and management of site were relevant to brand.
- ❖ Designed fashion footwear with relevance to brand.

VISUAL ASSOCIATE, ANTHROPOLOGIE, MIAMI, FL — 2013 - 2014

- ❖ Created window and in store displays.
- ❖ Built sets and props.
- ❖ Handled merchandising for in store events.
- ❖ Customer service specialist with a high understanding of fashion trends and styling.

MERCHANDISING SUPERVISOR, VICTORIA'S SECRET, SAN FRANCISCO, CA — 2006 - 2009

- ❖ Managed store visuals to company standards.
- ❖ Handled setup of daily merchandise, window displays and store layout.
- ❖ Monitored stockroom and store inventory as well as employees.

FREELANCE

MARKETING SPECIALIST, COFFEE BREAK, CAFÉ Y BISTRÓ, ASUNCIÓN, PARAGUAY — 2015

- ❖ Rebranded business to build and engage customer base through social media platforms.
- ❖ Designed new logos, business cards and menus.
- ❖ Executed and supervised renovations.

INTERNSHIP

PUBLIC RELATIONS, ODEBRECHT CONSTRUCTION, BUENOS AIRES, ARGENTINA — 2011

- ❖ Coordinated media development for events and press walk throughs as well as trade shows.
- ❖ Handled formatting corporate procedures for publishing in both copy and digital.
- ❖ Managed content for company website and press kits.