



Sophia Rivera

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LinkedIn

Fashion Marketing and Design Enthusiast with Experience in Trend Forecasting

Creative fashion student with a passion for trend analysis, brand marketing, and design. Skilled in styling, digital marketing, and visual merchandising to enhance brand engagement.

PROFESSIONAL EXPERIENCE

Fashion Marketing Intern

XYZ Apparel Brand | City, ST | May 2024 - Present

- Helped manage social media campaigns, increasing engagement by 30%
- Conducted trend research to support seasonal collection development
- Created mood boards and visual presentations for upcoming fashion lines

Retail Fashion Assistant

High-End Boutique | City, ST | September 2023 - May 2024

- Styled clients and provided personalized fashion recommendations
- Managed in-store displays, increasing sales by 20%
- Assisted in inventory management and brand merchandising strategies

EDUCATION

Candidate: Bachelor of Arts in Fashion Marketing & Design

Parsons School of Design |
Expected May 2026

KEY SKILLS

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Fashion trend forecasting

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Visual merchandising and styling

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Adobe Illustrator and Photoshop

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Social media marketing

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Textile selection and garment construction