

# FABIOLA LLAMA

## CONTACT

+787-930-7858

contact@fabioilallama.com

fabioilallama.com/styling

## SKILLS

Social Media Platforms: TikTok, Instagram, YouTube,

Facebook, Threads

Content Strategy and Development

Community Management

Data Analysis and Performance Optimization

Influencer Marketing and Partnerships

Project Management

Creative Direction

Trend Analysis

Strong Communication and Interpersonal Skills

## 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*

- Demonstrated ability to curate product selections that align with brand identity and resonate with target audience preferences.
- Strong organizational skills with the capacity to prioritize tasks effectively in a fast-paced environment.
- Requires in-depth knowledge of current and emerging fashion trends across womenswear, menswear, and accessories.
- Efficiently editing wardrobe selections, managing credits, and logging props for shop the look
- Excellent communication and interpersonal skills, fostering positive relationships with team members and clients.
- Meticulous attention to detail and a strong commitment to delivering high-quality results.

### **Velvet.co International**

#### **PR / MARKETING ASSOCIATE**

*August 2022- August 2023*

- Secured 30+ influencer collaborations per project
- Developed and executed integrated marketing campaigns that increased brand awareness by 30%.
- Managed social media platforms, driving a 50% increase in engagement through targeted content.
- Collaborated with cross-functional teams to launch successful email marketing campaigns, achieving a 25% open rate.
- Secured free exposure for our clients in media outlets including:
  - Forbes, Harpers Bazar Vietnam, Refinery 26, NBC Shop Today, Incisal Edge, L'Officiel

### **Yelitza Villafañe Atelier**

#### **SOCIAL MEDIA MANAGER**

*Aug 2021 - March 2022*

- Curated content tailored to reach the target audience an increase community.
- Increased brand awareness and social media engagement by 50% .
- Drove 30% increase in e-commerce revenue through effective social media campaigns and promotions..
- Implement SEO strategies to optimize online content for improved search engine visibility and organic traffic by 80%
- 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