

Rain Hashimoto

Los Angeles, CA | rainhashimoto04@gmail.com

Linkedin: <https://www.linkedin.com/in/rain-hashimoto>

Portfolio: <https://www.rainportfolio.com>

Work Experience:

Island by Koa Nani

Honolulu, HI

Executive Marketing Coordinator to Creative Director

March 2025-July 2025

- Scheduled and organized all photoshoots, videoshoots, and events for company, ensuring coordination between creative and production teams
- Assisted in concept development and creative direction for marketing campaigns
- Created shot lists, scripts, and production briefs to support campaign execution

Social Media Marketing Assistant

August 2024-March 2025

- Hosted weekly Instagram Lives to promote jewelry products, increasing engagement and sales
- Assisted in photoshoots and video shoots, capturing behind-the-scenes content for social media.
- Boosted brand authenticity and engagement through strategic content creation
- Crafted compelling blog posts, utilizing SEO, driving traffic to company website and expanding customer base
- Represented brand at Miami Swim Week 2025, managing influencer relations and content creation

By Kind

Remote

Social Media Marketing Intern

May 2024-August 2024

- Developed daily Instagram content aligned with brand values, boosting engagement and follower count by 10%
- Created SOP for social media management, enhancing operational efficiency
- Designed Instagram posts and graphics using Adobe Suite
- Leveraged social media trends to produce engaging Instagram Reels
- Analyzed data to optimize content performance, increasing reach
- Collaborated with interns to streamline project workflows

Verte Mode

Remote

Digital Merchandising & Marketing Intern

April 2024-May 2024

- Updated webpage daily to enhance user experience and promote new products, driving site engagement.
- Utilized SEO strategies to increase brand visibility and attract target customer market.
- Reached out to brands for marketplace collaboration, successfully onboarding new companies.
- Organized products and collections on Shopify, collaborating with other brands for a cohesive storefront

Lidia May

Remote

Digital Marketing Intern

August 2023-December 2023

- Developed and executed engaging social media campaigns; created 22 reels and posts; enhanced brand visibility
- Curated compelling visual and written content; aligned with brand aesthetics; effectively communicated to target audience
- Managed outreach to 40-50 new influencers; built relationships; coordinated successful campaigns
- Utilized Zoho Mail for influencer marketing; streamlined communication; improved campaign efficiency

Maje & Sandro
Stylist/Sales Associate

Beverly Hills, CA
March 2023-March 2024

- Styled high-net-worth clients and built growing book of VIP clientele, driving consistent monthly sales averaging \$18K-\$20K in a fast-paced luxury retail environment
- Delivered personalized wardrobe consultations, curating full looks while considering lifestyle and brand DNA
- Leveraged strong knowledge of textiles, trends, and fashion to guide clients
- Collaborated with store management on merchandising displays and visual storytelling, reflecting seasonal collections and campaign direction

Education:

Arizona State University Fashion Institute of Design & Merchandising (ASUFIDM) <i>Bachelors of Fashion (Concentration in Business) B.A</i> <i>Bachelors of International Relations B.S</i>	2025- GPA: 4.0
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Fashion Institute of Design & Merchandising (FIDM) <i>Associates of Fashion Merchandising & Marketing A.A</i>	2022-2024 GPA: 3.7
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- **Relevant Coursework:** Marketing Analytics, Analyzing the Retail Environment, Brand Management, Merchandising and Marketing strategies, Business of Fashion, Textiles & Product Analysis, Marketing Essentials, New Media Strategies, Public Relations
- **Technology Used:** Adobe Suite, G-Suite, Microsoft Office

Certifications & Projects:

Semrush <i>SEO</i>	Remote <i>January 2025</i>
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- **Relevant Coursework & Knowledge:** Search Engine Optimization, Mobile Optimization, Link Building, Content Optimization

Google <i>Fundamentals of Digital Marketing</i>	Remote <i>September 2024</i>
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- **Relevant Coursework & Knowledge:** Search Engine Optimization, Social Media Optimization, Global Marketing, Email Marketing

HubSpot <i>Social Media Marketing</i>	Remote <i>July 2024</i>
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- **Relevant Coursework & Knowledge:** Social Engagement, Social Monitoring, Content Strategy, Social ROI, Social Media Policies, Social Media Marketing, Digital Marketing, A/B Testing

LVMH <i>Creation & Branding/Retail & Customer Service</i>	Remote <i>June 2024</i>
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- **Relevant Coursework & Knowledge:** The Luxury Industry, Luxury & Society, Creation & Branding, Retail & Customer Experience, Luxury Brand Management, Product Development, Market Strategies, Sustainability in Luxury

Blog <i>Rain's Digital Spotlight Blog</i>	Personal Project <i>Ongoing</i>
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- **Description:** A personal blog created by Rain that covers marketing and digital media in the realm of fashion and beauty