#### Rain Hashimoto

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# **Work Experience:**

Mina Baie Los Angeles, CA

**Marketing Intern** 

September 2025-

- Managed influencer research and outreach, researching up to 50 influencers on TikTok and Instagram a day
- Assisted in editing shortform content for Instagram, TikTok, and Youtube
- Prepped props and products for photoshoots, ensuring a seamless an efficient process

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.
- 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

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.
- 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
- 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 Beverly Hills, CA

Stylist/Sales Associate

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
- 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)

2025-

Bachelors of Fashion (Concentration in Business) B.A Bachelors of International Relations B.S GPA: 4.0

#### Glamour College Women of the Year: Fashion

2025

Honored as one of six Glamour College Women of the Year 2025 in Fashion,

Award recognized nationally for leadership, academic excellence, and innovation in the fashion industry.

# Fashion Institute of Design & Merchandising (FIDM)

2022-2024

Associates of Fashion Merchandising & Marketing A.A

GPA: 3.7

- Relevant Coursework: Marketing Analytics, Brand Management, Merchandising and Marketing strategies, Business of Fashion, Textiles & Product Analysis, Marketing Essentials, Public Relations
- Technology Used: Adobe Suite, G-Suite, Microsoft Office

# **Certifications & Projects:**

Semrush Remote

SEO

January 2025

• Relevant Coursework & Knowledge: Search Engine Optimization, Mobile Optimization, Link Building, Content Optimization

Google Remote

Fundamentals of Digital Marketing

September 2024

 Relevant Coursework & Knowledge: Search Engine Optimization, Social Media Optimization, Global Marketing, Email Marketing

HubSpot Remote

Social Media Marketing

July 2024

• Relevant Coursework & Knowledge: Social Engagement, Social Monitoring, Content Strategy, Social ROI, Social Media Policies, Social Media Marketing, Digital Marketing, A/B Testing

LVMH Remote

Creation & Branding/Retail & Customer Service

June 2024

Relevant Coursework & Knowledge: The Luxury Industry, Luxury & Society, Creation & Branding,
Retail & Customer Experience, Luxury Brand Management, Product Development, Market Strategies

Blog Personal Project

Rain's Digital Spotlight Blog

Ongoing

• **Description:** A personal blog created by Rain that covers marketing and digital media in the realm of fashion and beauty