

Violet Ray Peva

New York, New York

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Education

LIM College

New York, NY | August 2023

Bachelor of Science in Fashion Media

- Graduated Summa Cum Laude

Job Experience

Ditch the Clique

Brooklyn, NY | August 2022- Present

Social Media + Operations Manager (Past: Account Manager, Assistant Social Media Strategist)

- Overseeing all client accounts and ensuring all social and marketing content is created/planned per brand guidelines.
- Devise, implement, schedule, and execute social media strategy timeline.
- Present creative content ideas, manage a 5 person team to produce copy for planned visual content, strategizing creative methods of engagement/growth for clients across social media, and growing an influencer network based on brand-specific needs.

Rue Saint Paul

Brooklyn, NY | April 2021- April 2023

Sales Associate & Social Media Manager (Past: Social Media Intern)

- Monitor daily operations within the store including merchandise products, using a POS system, and assist customers.
- Assisted with weekly photo shoots for a selection of curated products to be featured on Instagram.
- Launched Rue Saint Paul's TikTok account, doubled TikTok following, and developed strategy to boost engagement.

CURED

Boulder, CO | October 2018- March 2020

Sales Associate

- Developed a deep understanding of hundreds of products including their specific backstories in order to knowledgeably recommend and sell products.
- Trained 5-10 employees in all responsibilities mentioned above, and the day-to-day functions within the store.

BOULANGERIE CHRISTOPHE'S

Washington, D.C. | February 2018- May 2018

Sales Associate

- Assist customers with purchases on a POS system and communicate background on products.
- Maintain an abundant supply of products and supplies on the shop floor.
- Cultivate trust between customers and workers, through careful recommendations.

Related Skills and Experiences

- Volunteer work done in Kenya, and Nepal through ProjectsAbroad.
- Freelance: Caregiver for Mr. Malcolm E. Peabody in Washington, D.C. May through July 2021.
- Internships: Senator Intern for Patty Murray in Washington, D.C. May through June 2017, Classroom Intern at the Yu Ying school in Washington, D.C. February through May 2018
- Computer skills- Microsoft Word, PowerPoint, and Excel.