

## Fiorella Michael

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### EDUCATION

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#### Parsons School of Design

Strategic Design and Management Major

Fashion Communication Minor

Fashion Studies Minor

New York, NY

Expected May 2026

**Relevant Coursework:** Marketing, Public Relations, and Management, Strategic Management, Creative Team Dynamics, Design of Business, Design Research Methods and Integration, Information Visualization, Quantitative Reasoning

### WORK EXPERIENCE

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#### Tiffany Webber Production INC

Backstage Manager

New York, NY

May 2023 - Present

- Oversaw the logistics of backstage setup, including garment racks, makeup stations, and prep areas.
- Lead coordinator for all backstage activities, including model lineup, wardrobe changes, and timing for smooth runway transitions.
- Managed PA assistants, dressers, and stylists to ensure efficiency and accuracy in executing quick changes.
- Collaborated with makeup artists, and hairstylists to maintain show schedules and adhere to floor plans.
- Acted as a key liaison between front-of-house and back-of-house teams, ensuring communication flow and resolving last-minute issues.
- Maintained an organized and calm backstage environment during high-pressure fashion events.

#### Shows

- *Kate Barton* Sep 10, 2024
- *Presley Oldham* Sep 11, 2024
- *BFA Parsons* May 20, 2024 and May 20, 2023
- *AAS Parsons* May 18, 2024
- *PH5* Sep 13, 2023
- *We Dem Kids MFA Parsons* Sep 11, 2023
- *MFA Casting* Aug 26, 2023
- *Grace Ling* Sep 8, 2023
- *Parsons Benefit Gala* May 24, 2023

#### Mirror Palais

Pop-Up Sales Associate

New York, NY

June 2024 - June 2024

- Prepared the pop-up shop, ensuring a visually appealing and on-brand space.
- Assisted customers on the sales floor, offering styling advice and creating a positive shopping experience.
- Coordinated with inventory staff to ensure timely preparation of garments for fitting and purchase.
- Boosted sales by building rapport and encouraging purchases.

#### PM Law Firm

Marketing Contractor

Jersey City, NJ

February 2023 - Present

- Lead coordination with 3rd parties on marketing initiatives, including content production and shoot scheduling.
- Develop and execute strategic media calendars, ensuring consistent content delivery across platforms.
- Film and edit engaging social media content, tailored to the brand's messaging and audience.
- Analysis of social media performance metrics, driving a 500% increase in follower engagement and growth.

**Omega Financial Services INC**

*Marketing Specialist*

**Union, NJ**

*May 2021 - Jan 2023*

- Conducted market analysis to identify growth opportunities and refine brand positioning.
- Led comprehensive rebranding initiatives, aligning company identity with market trends and customer expectations. Spearheaded OFS's new rebranding initiative.
- Developed and executed strategic marketing plans, driving increased brand visibility and customer engagement.
- Collaborated with cross-functional teams to ensure consistent brand messaging across all channels.
- Provided strategic direction on brand voice, visual identity, and campaign execution to enhance overall brand perception.

**Villa De La Roses (remote)**

*Digital Marketing Intern*

**Bari, Italy**

*Fall 2023*

- Developed and executed complete brand identity packages, including logos, color schemes, and typography, resulting in a 30% increase in brand recognition and consistent visual branding across all client platforms.
- Collaborated with clients to translate brand values and messaging into cohesive visual identities, driving improvement in customer perception and brand loyalty within target markets.

**La Vida Wellness Center**

*Brand Strategist and Marketing (Part-Time)*

**Union, NJ**

*March 2024 - Present*

- Designed various aspects of the brand's visual identity, including Logo, and website design.
- Developed and executed comprehensive brand strategies for La Vida Wellness Center, resulting in a 20% increase in brand awareness and a 15% boost in customer engagement across digital platforms.
- Worked cross-functionally with various teams in the creation and launch of integrated marketing campaigns, driving a 30% increase in lead generation and a 25% improvement in conversion rates.
- Conducted in-depth market research and competitor analysis to identify key market trends and opportunities.
- Crafted and implemented social media strategies that grew client followings by an average of 50%, enhancing brand visibility and fostering stronger community engagement.

**The Learning Experience**

*Teacher's Aid*

**Basking Ridge, NJ**

*Apr 2019 - March 2020*

- Assisted teachers in managing classroom schedules and daily activities, ensuring smooth operations and adherence to timelines.
- Regularly communicated with parents, providing updates and ensuring they felt confident and reassured about their children's care, helping develop strong interpersonal skills.
- Created a supportive and engaging environment for young children while collaborating with staff, enhancing organizational and communication abilities.
- Developed multitasking and people skills, which translate into effective project coordination and client relations in current marketing roles.

**SKILLS**

**Skills:** Digital and Social Media Marketing - Logo Design - Market Analysis - Project Management - Organizational Skills & Time Management

**Tools:** Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere Pro) - Microsoft 360 Suite - Canva - Tableau - Figma - SquareSpace

**Languages:** English

*References available upon request*