

ANA PARRA

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EDUCATION

FLORIDA INTERNATIONAL UNIVERSITY

Bachelor in the Arts

August 2015 - August 2020

- Minor in Marketing

PROFESSIONAL EXPERIENCE

FORTY FIVE TEN

ASSISTANT STORE MANAGER

April 2019 - Present

- Style and build relationships with clients based on needs.
- Create exciting visual environment in store by supporting and adapting all corporate visual merchandising initiatives for specific store layout along with planning events for international and local artists.

BORSCHT CORPORATION

FELLOW

September 2018 - April 2019

- Worked with Borscht's commission producer as an assistant producer on all commissioned films (production calendars, location scouting, acquiring filming permits, gear check outs, task allocation, etc.)
- Assisted Art Department in constructing sets and props for a variety of short films.
- Edited and translated scripts.

STYLE MAFIA

MARKETING/PR INTERN

January 2018 - Present

- Worked closely with Marketing team to develop social strategy and maintain relationships with content creators, leveraging them for content opportunities when applicable.
- Assisted with photo/video shoots and event planning.
- Managed and updated inventory and listings for various channels.
- Implemented and maintained seamless showroom operational procedures.

ZIMMERMAN ADVERTISING

ART DIRECTOR INTERN

May 2017-August 2017

- Proposed, consulted and developed a full-fledged campaign for Zimmerman Client as a part of a competition against 5 other teams. Created every element of the company such as the logo/branding, what we would sell, creative content, and successfully planned our \$500,000 media budget to release our advertising through various media channels.
- Researched the target market to understand psychographics and demographics, forming a strategy to target the target market, and created content stemming from that.
- Worked with companies like Office Depot, Nissan, and Aubio to create digital content.

LEADERSHIP & ACTIVITIES

AMERICAN MARKETING ASSOCIATION

CREATIVE ASSISTANT

January 2017-May 2017

- Executed a strong brand statement and promotions for our chapter organization through a series of video advertisements.
- Taught fellow members how to efficiently use Adobe programs such as Premiere and After Effects.

[WEST KENDALL ZINE FEST](#)

CO-FOUNDER

2017

- Worked alongside a team to create a zine festival all the way out in West Kendall, with the initiative to give local artists a platform to come together, share their work, and establish a sense of community.

ADDITIONAL INFORMATION

Technical Training: Adobe Photoshop, Illustrator, InDesign, Premiere, Microsoft Word, Excel, PowerPoint, Keynote

Languages: English (fluent), Spanish (fluent).