



Kiana Sakamoto

Seeking new roles in luxury fashion within marketing, project management, ecomm, communications/PR, or events.

Paris, France

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Links

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Languages

English (Native)

French (Work Proficiency)

About

Passionate fashion professional seeking to continue to dive deeper into the world of digital strategy, e-commerce, social media, creative content, and project management.

Previously managed social media, influencer relations, content creation, customer support, and digital analytics for Chan Luu.

Quick and efficient learner with a focus on strong execution, customer-centric campaigns, and providing thoughtful improvements within the e-commerce and digital space.

BRANDS WORKED WITH

- SAY WHO INTERNATIONAL
- Raphaël de Lacroix
- Chan Luu, LLC
- Monrow
- Directors Guild of America
- Lionsgate
- Fullscreen Media
- Fox Broadcasting Company
- Anthropologie

Experience

● Stage Assistante de Projet / Digital Strategy Manager

SAY WHO INTERNATIONAL | Jun 2023 - Nov 2023

-Digital Strategy: Created daily posts and Instagram stories as an extension of the agency's marketing and brand positioning for luxury clients (Cartier, Rolex, Ralph Lauren). Content coordination and asset development.

-Copywriting: Developed copywriting for article titles and social posts. Provided proofreading and translation support as needed.

-Retouching/Photo Editing: Retouched and resized dozens of photos and provided timely deliverables.

-Event Assistance: Executed on-site assistance for luxury client events to ensure all visual objectives are fulfilled (Dinner Nomade, Lancôme x Louvre, Chaumet).



● Digital Strategy and Project Manager

Raphaël de Lacroix | Sep 2022 - Jun 2023

-Digital Strategy: Collaborated with the Creative Director and Head of Design to create a social feed which captures the brand DNA. Execute creative content and grow brand community.

-Project Management: Spearheaded business development, product launches, and oversaw budget creation.

-Events/PR: Organized Open Studio events to grow brand community, client relationships, and PR network.

● Digital Strategy and Content Manager

Chan Luu, LLC | Dec 2021 - Aug 2022

-Digital Strategy: Developed and executed social strategy for Chan Luu. Managed the monthly content calendar across all social channels and work cross-functionally with the e-commerce, marketing, and graphic design teams to ensure messaging is aligned.

-Content: Actively created and curated content from UGC, editorial photography, and lifestyle shoots to produce an engaging visual experience on social. Develop strong, on-brand copywriting to elevate the brand on digital platforms.

-Analytics: Tracked monthly analytics and produced analytical reports on content performance.

-Digital Community: Oversaw community engagement across all social channels (Instagram, Facebook, TikTok) and supported customer inquiries as needed.

-Influencers: Coordinated influencer and Press Relations requests, established asset briefs, and tracked deliverables.

-Photoshoots: Assisted with quarterly photoshoots to capture behind the scenes content for social channels.



● E-Commerce Assistant / Content Coordinator

Monrow | Mar 2021 - Dec 2021

-E-commerce: Assisted with regular product uploads to Shopify Plus. Ensure merchandising is up to date on all womens, mens, and kids collections. Created engaging and on-brand copywriting for all new arrivals. Curated Shop the Look for each product to inspire customer styling and generate additional sales. Implemented discounts for seasonal sales and activate sitewide.

-Social Media/Influencers: Coordinated with creative agency to distribute personalized PR packages. Pitched new micro-influencers to foster a loyal brand community. Generated customized collection links for customers to shop from Instagram stories. Produced engaging creative content (photo and video) for social media platforms and paid ads.

-Photoshoots: Supported bi-weekly photoshoots by conducting product pulls, model castings, and on-set fittings.



● Project Manager and Events Assistant

Directors Guild of America | Jun 2018 - Mar 2021

-Event Coordination: Maintained a high level of organization and attention to detail throughout the vetting, voting, and reservation process of the DGA Awards. Managed multiple projects efficiently while directly supporting the Awards Director.

-Communication: Orchestrated communication and follow-ups for four DGA voting panels, with 15-30 members each, to ensure voting deadlines are actively met.

-Press Relations: Compiled and tracked PR agency, guild, studio, and media outlet contact information for the Director of Media relations and future press releases.

-RSVP Management: Accurately tracked 65 VIP RSVPs and reported final attendance. Managed seating requests and placement for all guests.



● International Marketing Coordinator

Lionsgate | Oct 2017 - Jun 2018

-Created a series of recap and strategy decks on weekly basis to showcase approved international promotional campaigns for distributors.

-Tracked dozens of promotional campaigns in the form of digital, print, and experiential for interdepartmental records and approval.

-Researched trends in branded partnerships, entertainment, and social media for future promotional application. Specially looking at VR collaborations and publishing tie-ins.



● SVOD Subscriber Acquisition Intern

Fullscreen Media | Oct 2016 - Dec 2016

-Supported Subscription Video On Demand (SVOD) team with uploading hundreds of paid media to Facebook and Instagram using Facebook Ads Manager. By regularly replacing ads with low impression rates, I helped Fullscreen cast a wide digital net to convert ad impressions into thousands of app downloads.

-Developed a competitive analysis presentation to provide Fullscreen with recommendations on user engagement and retention.

-Brainstormed copy to use in subscriber email blasts and digital ads.

● **Special Events Intern**

Fox Broadcasting Company | Jan 2016 - Aug 2016

-Regularly supported five different executives with daily office administration, event orders, and deliveries as needed.

-Served as a Production Assistant(PA) during monthly events. Off-site duties included: assisting with event logistics, registration, distributing giveaway items, and troubleshooting as needed. Events included The Teen Choice Awards, American Idol Finale Party, Television Critics Association Press Tour, and Emmys FYC (For Your Consideration) Event.

-Managed online orders, coordinated vendor communication, and brainstormed activity ideas for the events listed above.



● **Stylist**

Anthropologie | May 2015 - Aug 2015

-Performed excellent customer service while assisting with store recovery and organization.

-Inspired customers through personal style and Anthropologie aesthetic.

Education & Training

2022 - 2023

● **ICN Business School**

Msc,

2013 - 2017

● **California State University, Fullerton**

Bachelor of Arts - BA,