



Gisele Nunes Luiz

Bachelor of Arts in Global Communications
Cum Laude | Artist | Social Media Manager | Graphic Designer |

Paris, France

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

Portuguese (Native)

English (Native)

Spanish (Native)

French (Native)

About

Experienced Social Media Marketing and communications professional with a passion for creativity and a demonstrated history of success in the consumer services and fashion industries. Skilled in Graphic Design, Project Coordination, Project Management, Canva, and Merchandising.

I have recently earned my Bachelor of Arts - BA degree with a focus on Global Communications, Socio-Cultural Anthropology, and Environmental Policy from The American University of Paris. Graduated in Spring 2023.

With a Visual Arts diploma from LaGuardia High school in NYC, I have continued to hone my artistic talents in both Visual Arts and Performing Arts. I collaborated on a Silk Scarf collection for an Italian fashion brand and founded a successful Performing Arts Organization at my University.

I am actively seeking a marketing job to begin in August/September and look forward to bringing my creative expertise and diverse background to a new opportunity.

BRANDS WORKED WITH

JW Anderson

Life Education Center (LEC) - Sakhi brand

Sanders Sounds

The American University of Paris

The Kaylia Group

Tout Pour Le Toutou

Vivre Performing Arts

Experience



● Assistant showroom

JW Anderson | Jan 2023 - Jan 2023

Assisted in JW Anderson's showroom during Paris Fashion Week.

Supporting in showroom preparation

- General showroom maintenance
- Welcoming and greeting buyers (e.g., checking their appointments, serving coffees...)
- Assisting backstage (dressing and helping our models, styling)
- Supporting our Sales Team during their appointments with buyers
- Maintaining visual merchandising standards

● Marketing Communications Coordinator

Life Education Center (LEC) - Sakhi brand | Dec 2022 -

Working specifically to create more visibility for the up cycling clothing brand, Sakhi, in Auroville, India, under the Life Education Center (which empowers women of the bio region through vocational training).

Creating a 2- month social media schedule, creating templates for reels, posts and stories to facilitate their posting once I leave the internship, and making all the posters, banners and publicity for their Pop-Up.



● Social Media manager & Content creator for AUP DANCE

The American University of Paris | Sep 2022 - May 2023

As the Social Media Content Creator for the new AUP Dance Instagram, I played a pivotal role in expanding the team's reach to University students. I actively collaborated with photographers to capture captivating visuals, ensuring high-quality content for our audience. Through strategic outreach efforts, both online and in person, I effectively advertised our dance team, increasing awareness and engagement. Additionally, I took the initiative to create compelling video content, personally handling the entire production process. By leveraging my skills in photography, videography, and storytelling, I successfully grew the Instagram account, fostering a strong connection with our target audience and showcasing

the vibrant dance culture at The American University of Paris.

Voir moins

- **Executive Assistant Coordinator**

The Kaylia Group | Jul 2022 - Jan 2023

- **Social Media Marketing Manager**

Sanders Sounds | Mar 2022 -

Worked on brand strategies, social media branding, marketing and content creation for Sanders Sounds Instagram account.

- **Social Media Marketing Intern**

The Kaylia Group | Mar 2022 - Jan 2023

I've joined The Kaylia Group, a sustainable luxury fashion brand located in Biella, Italy, under the direction of co-founder, Shannen Kaylia. My position in the internship is to manage and create content for the brand's social media platforms, including Instagram, Facebook, and LinkedIn.

- **Social Media Coordinator and Graphic Designer**

Vivre Performing Arts | Sep 2021 -

My assigned roles within the Organization:

- Social Media Manager & Graphic designer for VIVRE.

For the Graphic Design aspect of my designated role on the VIVRE board, I have been in charge of creating the logo for the organization, as well as all of the posters and promotional content. Promotional content included: the creation of the "VIVRE_aup" Instagram page and high-frequency posting of stories and publications within the main social media platform.

As the Social Media Manager, my task involved those described under Graphic designer as well as content development, scheduling, and creation. The Communications Coordinator and I would meet weekly and decide on what needs to be created and posted by what dates on both Instagram and LinkedIn platforms.

-Co-captain of the Dance team

My role as co-captain of the Dance Team involved attending all sessions Mondays and Thursdays, being the liaison, together with the co-captain, between the athletics department and our dance coach, and eventually reporting our weekly rehearsals for the upcoming 60th anniversary Spring Festival.

I worked closely with the multimedia office, the athletics office, as well as maintenance, in order to prepare and inform them of the preparation we needed for the showcase.

Voir moins

- **Marketing Communications Assistant**

Tout Pour Le Toutou | Jul 2021 - Apr 2022



Education & Training

- 2019 - 2023 ● **The American University of Paris**
Bachelor of Arts - BA,
- 2015 - 2019 ● **Fiorello H. LaGuardia High School**
High School Diploma,