

# Fabiana Abreu Suarez

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## EDUCATION

**Savannah College Of Art & Design (SCAD)**  
*Bachelor of Fine Arts. Fashion Marketing and Management*

Savannah, Georgia  
Expected Graduation November, 2025

## ACHIEVEMENT

### December 2024- Fashion Scholarship Fund Class of 2025 Scholar | Marketing Category

- Developed innovative pre-launch, launch, and post-launch campaigns leveraging artificial intelligence (AI) and augmented reality (AR) to enhance customer engagement and brand experiences.
- Executed AI-powered personalization strategies and created immersive AR activations to elevate marketing efforts across multiple platforms.
- Awarded in the Marketing category for excellence and innovation, showcasing a comprehensive approach to modernizing fashion-driven marketing strategies.

## PROFESSIONAL EXPERIENCE

### August 2023–Present – Senior Assistant Runner, Savannah College of Art and Design (SCAD), Savannah, Georgia

- Organized and executed backstage logistics for annual fashion shows, ensuring seamless operations and resource coordination.
- Created professional PR packaging for invited guests, enhancing brand presentation and consistency.
- Supported senior critiques in Fashion Design by managing schedules and providing styling assistance.

### June 2024–September 2024 Marketing Intern, DUG Distillery United Group, Lara, Venezuela

- Developed a comprehensive brand manual for 30+ products, ensuring marketing consistency across premium and economy lines.
- Designed innovative marketing proposals, including strategies for distillery tours and competitive campaigns in South America.
- Provided graphic design support for events, enhancing visual branding.

### March 2024 - June 2024 SCADpro x BMW Group, Mixed Reality Marketing Experience, Savannah, Georgia

- Designed a marketing experience using Apple Vision Pro, proposing strategic launch plans for CES in Las Vegas.
- Developed event mockups and ensured alignment with BMW's marketing standards.

### June 2023 –August 2023 Public Relations Assistant Intern, Silvia Tcherassi, Miami, Florida

- Coordinated PR efforts for Resort 2024 campaign, collaborating with top agencies in NYC and LA.
- Managed press send-outs and logistics, ensuring timely deliveries and efficient online strategy integration.
- Supported the Creative Director in styling coordination for campaign shoots.

### April 2020–Present – Founder & Creative Director (Remote), FAS (Fabiana Abreu Suárez), Lara, Venezuela

- Designed and produced custom corporate uniforms, collaborating with Fundación Flor de la Esperanza to support social initiatives.
- Led logistics, client sourcing, and textile customization techniques such as vinyl and screen printing.

### July 2019–Present – Vice President (Remote, Part-Time), Flor de la Esperanza Foundation, Lara, Venezuela

- Secured financial resources and corporate sponsorships, sustaining impactful social programs.
- Organized fundraising events and designed graphic materials to promote the foundation's mission.

## ACTIVITIES & AFFILIATIONS

### September 2024–Present – Ambassador, Yo Inspiro (Remote), Caracas, Venezuela

- Collaborated with Adriana Osorio, Director of Yo Inspiro, to support students in creative careers through personalized and group advisory programs.
- Mentored participants in developing professional portfolios, crafting résumés, and preparing for internships, empowering them to successfully transition into professional opportunities.
- Provided tailored guidance to students, enhancing their confidence and readiness for creative industry roles through career-focused workshops and one-on-one mentoring.

### January 2023- The Creative Challenge Directed by Dani G Schulz

- Completed a course focused on reprogramming social perceptions and creating unique, light-hearted content.

## COMMUNITY SERVICES

### April 2022–June 2023, SCAD SERVE. Savannah, Georgia

- Participated in SCAD's community service program, contributing to local outreach initiatives through volunteer work focused on supporting underserved communities and fostering positive social impact.

### September 2021–February 2024. Event Support Assistant (SCAD) Savannah, Georgia

- Provided logistical support for SCAD's Sand Arts Festival and Savannah Film Festival, managing audience and VIP seating while ensuring smooth event operations.
- Assisted with post-event cleanup and operational tasks, maintaining a professional and welcoming environment for attendees.

## SKILLS

### Software

- Adobe Creative Suite (Photoshop, Illustrator, InDesign), Microsoft Office (Word, Excel, PowerPoint), Canva, Google Workspace.

### Professional

- Project management, team leadership, public speaking, event planning, fundraising strategies.

### Industry Relevant

- Brand development, visual storytelling, marketing campaigns, community engagement, content creation.

## EXTRACURRICULAR ACTIVITIES

- **February 2024–Present** - Moss Creek Equestrian Center. Savannah, Georgia
- **January 2022- January 2024-** Savannah Ballroom Studio. Savannah, Georgia