

Fabiana Abreu Suarez

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EDUCATION

Savannah College Of Art & Design (SCAD)

Savannah, Georgia

Bachelor of Fine Arts. Fashion Marketing and Management

Expected Graduation, November 2025

ACHIEVEMENT

December 2024- Awarded 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.
- Awarded in the Marketing category for excellence and innovation, showcasing a comprehensive approach to modernizing fashion-driven marketing strategies.

SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign), Microsoft Office (Word, Excel, PowerPoint), Google Workspace.
- Project management, team leadership, event planning, budget management, fundraising strategies, market research, pitch development, client relations, cross-functional collaboration.
- Brand development, visual storytelling, marketing campaigns, community engagement, content creation.
- Public speaking, storytelling, community engagement, brand partnerships, bilingual communication (English & Spanish), interpersonal skills, negotiation, networking, strategic planning.

PROFESSIONAL EXPERIENCE

Marketing Intern, Luar (Remote) | April 2025–May 2025

- Conducted market research, competitor analysis, and supported the development of collaboration proposals to expand the brand's community and product reach.

Senior Assistant Runner, (SCAD), Savannah, Georgia | August 2023–November 2025

- 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.

Marketing Intern, DUG Distillery United Group, Lara, Venezuela | June 2024-September 2024

- 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.

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

- 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.

ACADEMIC EXPERIENCE

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

- 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.

COMMUNITY SERVICES

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

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