

Skylar Croissant

San Diego, CA | skylarcroissant02@gmail.com | (253) 432-2855 | <https://skylarcroissant.journoportfolio.com>

Education

Fowler College of Business, San Diego State University, San Diego, California

Date 9/20-8/24

- Major: Marketing
- Minor: Digital and Social Media Studies
- Relevant Courses: Marketing Analytics, Consumer Behavior, Selling Strategy, Retail Marketing, Statistical analysis for business, Principles of Advertising, Social Media in the Digital Age, Media Law and Ethics

Experience

Pinear

Date 5/24-8/24

Social Media Marketing Intern

- Analyzed social media performance metrics and presented weekly reports to the marketing team, identifying key trends and areas for improvement.
- Assisted in the creation of visual content, including graphics and videos, aligning with the brand's aesthetic and messaging.
- Engaged with online communities to enhance brand presence and foster customer relationships, responding to inquiries and comments promptly.

Nordstrom

Date 6/22-9/22

Sales Associate

- Professionally lead private styling appointments for clients who booked with me.
- Maintained high level product knowledge. Received 95% positive marks for demonstrating product features and benefits, as reported in customer feedback.
- Created new layouts for floor and mannequin merchandising to increase sales by 40%.

Personal Interest

Women in Business- SDSU

Date 9/24-5/24

Active club member

- Collaborated with club members to execute a workshop on leadership skills for female entrepreneurs.
- Participated in club events, socials, and workshops while networking with club members and business professionals

Project Fashion Los Angeles

Date 6/19-7/19

PFLA Alumni

- Learned about the ins and outs of the fashion industry.
- Received mentorship and networked with executives of well known companies.