



VICTORIA SEDGH

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SKILLS

Adobe Creative Suite (Photoshop, Lightroom, Indesign)
Keynote, Pages
Sprout Social, Google Analytics
Team Leadership
Creative Direction
Copy Writing, Oral Communications
Microsoft Suite (Word, Powerpoint, Excel, Access)
Google Suite (Docs, Sheets, Forms, Slides, Sites)

EDUCATION

UNIVERSITY OF DELAWARE // SEP2017 - MAY2021

FASHION MERCHANDISING MAJOR, COLLEGE OF ARTS AND SCIENCES

ADVERTISING MINOR, ALFRED LERNER COLLEGE OF BUSINESS AND ECONOMICS

CEA GLOBAL // FLORENCE, IT SEP2019 - DEC2019

STUDY ABROAD - FOCUS ON ART HISTORY, CULTURE AND GLOBAL COMMUNICATIONS

ACTIVITIES

ALPHA EPSILON PHI SORORITY, PHI CHI CHAPTER

Chapter President // NOV2019 - PRESENT

PR Director // MAY2018 - MAY2020

Apparel Chair // MAY2019 - MAY2020

RENT THE RUNWAY

RTR Campus Representative // JAN2020 - PRESENT

UDANCE

Fundraiser + Dance Marathon Participant // SEP2020 - PRESENT

EXPERIENCE

POOKIE & SEBASTIAN // MANHASSET, NY

SALES ASSOCIATE, JUN2020 - PRESENT

- Greeting customers, responding to questions, styling outfits, improving engagement with merchandise and providing excellent service.
- Achieving established goals for the company.

CSM SPORT & ENTERTAINMENT // NEW YORK, NY

SOCIAL MEDIA BRANDING INTERN, JUN2019 - AUG2019

- Assisted in North American rebrand of LeadDog Marketing Group to CSM by helping to create the unifying brand strategy internally and externally.
- Spearheaded the creation of the visual aesthetic for CSM across external marketing materials, including social media assets, newsletter, email templates and website.
- Participated in business development opportunities within the media and entertainment space, helping the agency to win over \$200k in new business.
- Directly reported to internal communications director and Vice President of Creative Strategy insuring growth goals were met.
- Created detailed analytics reports and conducted market research and competitive analysis briefs for the agency.

FAVIANA NEW YORK // NEW YORK, NY + REMOTE

SOCIAL MEDIA MARKETING INTERN, AUG2018 - FEB2019

- Curated the Faviana Instagram page and maintained KPI trackers.
- Maintained community management by posting content, uploading relevant IG stories and engaging with followers and the wider fashion community.
- Created weekly recaps for social media that included calculating engagement rates, follower growth and impressions.
- Reported to senior management with content calendars and graphics for posting.
- Increased weekly engagement rates by .5%, grew loyal following, and created a cohesive aesthetic for the brand on Instagram.

BRAND AMBASSADOR INTERN, MAY2018 - AUG2018

- Recruited for, coordinated, managed and revamped the Faviana Brand Ambassador (BA) program.
- Acted as the liaison between the brand's Director of Marketing and globally based brand ambassadors.
- Vetted applicants for the program and coordinated & approved tasks via BrandChamp.
- Restructured the program by mailing prizes and personal letters to BAs, maintaining and revamping internal and external documents and restructuring the overall flow of the program to better determine ROI.
- Increased active ambassadors in the program by 25.62%, with an increase of 400% total tasks completed and total reach increase of 214%.