

# Sonya Moore

sonya.moore923@gmail.com

studio-sonya.com

LinkedIn: sonya-moore

(609)-836-2273

## Education

**Savannah College of Art & Design**

**Bachelor of Fine Arts in Fashion Marketing & Management**

**Dean's List 2022 - Present / Academic Honors Scholarship / Expected Graduation May 2026**

## Work Experience

**Social Media Manager / Creative Escapes HHI / August 2024 - Present**

- Develops and implements weekly content strategies across Instagram, Tiktok and Facebook, increasing engagement by 35% by documenting and promoting key moments to boost retention.

**Editorial Intern / The Impression / June 2025 - November 2025**

- Wrote and edited campaign reviews, news articles, and long-form industry insight features covering major luxury brands and industry trends, ensuring all content reflected a sophisticated editorial voice meeting professional publishing & communication standards.
- Managed runway show scheduling and coordinated calendar invites for editorial and executive team during summer couture week and fashion month updating critical show information including locations, start times, seat assignments, and RSVP confirmations across multiple platforms.
- Collaborated with PR contacts and show producers to verify guest lists and logistical details.

**Part-Time Sales Associate (Key holder) / Sunglass Hut / July 2023 - September 2024**

- Created intimate, luxury customer service experiences by employing exceptional personal selling and communication skills, surpassing daily conversion goals by 25% monthly.

## Academic Experience

**Vice President / SCAD Fashion Marketing Community Club / May 2023 - Present**

- Exemplifies proactive, highly organized, and collaborative leadership in the effective operation the club with a passion for advancing culture and developing relationships through highly interactive club events.
- Leads Public Relations and Community team to encourage involvement and coordinate events with special guest speakers and gifting initiatives.

**Paris Fashion Week Pierre Cardin S/S 2025: School Representative and Content Creator**

- 1 of 5 students selected to represent SCAD at Paris Fashion Week covering the show for both fashion marketing community club, and the Official Fashion Marketing Department social media; conducting interviews, filming & editing content.

**SCAD Fashion Design X Fashion Editor & Stylist Paul Cavaco / Styling Workshop / May 2025**

- Selected as 1 of 20 participants for an intensive styling workshop led by renowned Fashion Editor and Stylist Paul Cavaco, collaborating in small teams to conceptualize and style three editorial-ready looks.
- Styled and executed a full editorial look and shoot with SCAD Visual Media Team under tight deadlines, refining visual storytelling skills while working with luxury showroom pieces in a professional setting.

**Co-Art Director & Graphic Designer of Mock Marni Fashion Film / May 2025**

- Crafted visually captivating Marni fashion film by enthusiastically leading the ideation and production of a mock campaign by collaborating with a talented interdisciplinary team.
- Personal responsibilities: Head of concept development, casting, & graphic design of overall project assets demonstrating exceptional ability to work under pressure, making decision & content decisions that uphold quality & brand relevance.

## Certifications

**Adobe Certified Professional:** Visual Design in Photoshop

**Inside LVMH Certificate:** Creation & Branding / Retail & Customer Experience / December 2024

**LinkedIn Learning Certificate:** Teamwork Foundations / September 2023

## Skills

**Software:** Adobe Photoshop / Adobe InDesign / Adobe Illustrator / Keynote / Figma / Adobe Premiere

Microsoft 365 / Capcut / Figma / Keynote / Google Gemini / Google Analytics

**Industry:** Storyboarding / Concept Development / Trend Research & Forecasting / Art Direction / Typography

**Professional:** Detail Oriented / Critical Thinking / Time Management / Adaptable / Dedicated Team Contributor