

# Zara Madrigal

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## EDUCATION

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### SAVANNAH COLLEGE OF ART AND DESIGN (SCAD)

*Bachelor of Fine Arts*

July 2021 – May 2026

Major in Fashion Marketing & Management; Major in Advertising & Branding; Minor in Fashion Photography

#### Certificates:

- LVMH Certificate
- Adobe Certified Professional

**Relevant Fashion Marketing Coursework:** Fashion Merchandising, Planning & Control, Retail Buying Simulation & Management, Future of Shopping: Retail Innovation for Customer Empowerment

**Relevant Advertising Coursework:** Creative Production for Brand Content, Art Direction: Visual Brand Storytelling, Brand Experiences in Interactive Environments

**Relevant Photography Coursework:** Digital Imaging and Compositing, Fashion Photography

## EXPERIENCE

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### WINDOWSWEAR

*Social Media & Marketing Intern*

Remote

Sept. 2025-Present

- Updated WindowsWear's website with 50+ global retail activations, including window displays, pop-ups, hospitality and interior retail environments, and brand events for Lacoste, Dior, Levi's, Maison Margiela, SKIMS, Sephora, etc.
- Managed nominee tracking for the WindowsWear Awards 2026 across 200+ projects, ensuring real-time alignment between spreadsheets and shared asset folders
- Designed 50+ nominee graphics and award engravings in Adobe Creative Suite for recognized brands including Coach, Tory Burch, Prada, Louis Vuitton, and more, maintaining strict brand accuracy and formatting consistency
- Supported digital promotion and coordination efforts for the WindowsWear Awards, highlighting top global luxury and retail brands

### S.F.S

*Digital Marketing Intern*

Remote

June 2025 - Present

- Supported brand development through digital strategy, social media content across fashion and lifestyle sectors
- Produced social media video content and lookbook assets for King Kayak x New Balance Tour, including sponsor integration with 1st Phorm, increasing campaign visibility by an estimated 30%
- Organized experiential event logistics for SFS ATL Casting Call (50+ attendees), coordinating press arrival, portfolio reviews, pricing strategy, and brand positioning sessions
- Assisted in NYFW Vinrelo Season 5 Show (New York, Feb 12), contributing to ads, email marketing, and category development across 4 styling themes
- Developed creative Reel concepts and brand visuals for multiple premium spirit brands (Frisky Whiskey, Ten to One Rum, Harlem Standard, HH Bespoke), producing 5+ campaign concepts

### ELVA MAE BOUTIQUE

*Content Marketing Intern*

Atlanta, Georgia

Oct. 2025- Present

- Styled and produced 1 full-scale brand relaunch photoshoot featuring 2 models, 6 outfit changes, generating content for web and social platforms
- Created and published 2 posts and 3 reels, contributing to a 20% increase in Instagram engagement over 3 months
- Collaborated with a creative team of 3 contributors (models and stylist) to execute cohesive visual campaigns
- Supported boutique relaunch strategy, helping drive a 15% increase in online inquiries and product visibility

## ACADEMIC EXPERIENCE

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### CADY STUDIOS X SCADPro

*Event Manager & Experience Team Member*

Atlanta, Georgia

Winter 2025

- Managed event planning and logistics for project workshops and presentations
- Collaborated with cross-disciplinary teams to design interactive brand experiences for high school audiences
- Helped develop engagement activities for the CADY Roadshow, including questionnaires, photo stations, and pop-up experiences
- Supported project execution by coordinating communication between creative teams and CADY stakeholders

## HARD SKILLS/ TECHNICAL SKILLS

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**Hard Skills:** AI Workflow Development, Prompt Engineering, Brand Strategy, Experimental Marketing, Digital Content Creation, Social Media Analytics & Performance Tracking, Trend Research & Forecasting, Photography & Creative Direction

**Technical:** AI Creative Tools (Midjourney, ChatGPT, Gemini, Microsoft Copilot)

Design & Creative Software: Microsoft Office Suite, Adobe Creative Suite, Google Workspace, Meta Business, Figma, SketchUp, CLO 3D, Nomad Sculpt

**Languages:** Spanish (Native) English (Fluent) French (Fluent)