

SELA RHODES

New York, NY
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EDUCATION

Fashion Institute of Technology (FIT), State University of New York
Associate in Applied Science, Fashion Business Management

Expected May 2027

WORK EXPERIENCE

PROLOOK SPORTS | New York, NY

Social Media Intern

June 2024 - August 2024

- Created and scheduled engaging TikTok content to 30% increase in brand awareness and engagement.
- Analyzed metrics to optimize content performance and inform marketing strategy.
- Brainstormed and executed social campaigns in collaboration with the marketing team.
- Produced photo and video content, including product styling and behind-the-scenes shoots.

Photoshoot Videography Assistant

October 2021 - March 2022

- Prepared sets, equipment, and products to ensure smooth photoshoot and video production operations.
- Captured behind-the-scenes footage to support marketing content creation.
- Styled apparel and products in alignment with brand guidelines.
- Edited and curated visual assets for use across digital platforms and campaigns.

Gap, Inc. | Orem, UT

August 2023 – November 2023

Retail Sales Associate

- Delivered personalized styling advice and product recommendations to enhance customer experience.
- Maintained an organized and visually appealing sales floor by following company merchandising standards.
- Processed transactions accurately, including cash handling, returns, and exchanges.
- Collaborated with team members to drive store-wide performance goals.

FUNDRAISING + VOLUNTEER WORK

- Make-A-Wish
- Encircle | An LGBTQ+ Youth & Family Resource
- Autism Council of Utah
- The Coral Restoration Foundation

SKILLS

- Technical Skills: Microsoft Office, videography, editing (Final Cut Pro, Canva)
 - Hard skills: product knowledge, inventory management, merchandising.
 - Social Media Management: Instagram, TikTok, content scheduling, analytics, engagement tracking.
 - Soft Skills: Communication, leadership, organizing, cleaning, teamplayer.
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