

CHIARA ROSSI

PROFILE

Fashion marketing student with experience in social media, content creation, and digital marketing for fashion and beauty brands. Skilled in audience engagement, visual storytelling, and performance tracking, with a strong understanding of brand development.

INFO

Phone: (628) 279-7913

Email: chiara.ross0211@gmail.com

LinkedIn: <http://www.linkedin.com/in/chiara-rossi2>

EDUCATION

Academy Of Art University – SAN FRANCISCO, CA

Sep 2024 - May 2026

MA in Fashion Marketing.

Cumulative GPA: 3.75/4.0

Stamford International University – BANGKOK, THAILAND

Sep 2019 – Aug 2023

Bachelor Communication Arts and Design.

WORK EXPERIENCE

Pusastyle – CHONBURI, THAILAND

Jul 2018 – Dec 2019

Order Fulfillment Specialist

C Lashesz L – BANGKOK, THAILAND

Sep 2020 – Mar 2024

Lash Artist

- Managed social media strategy, content creation, and paid advertising across Instagram, TikTok, Facebook, and LINE Official, using analytics to track performance and optimize results
- Grew TikTok organically to 2.8K+ followers and 85K+ likes, with top content reaching 119K views and 8.6K likes
- Increased Instagram to 2.7K+ followers, achieving up to 32K+ views and 74% non-follower reach, driving client acquisition
- Delivered lash services and generated product revenue via inventory management and client relationship building

Jaisamarn Full Gospel Church – BANGKOK, THAILAND

Mar 2023 - Jun 2023

MM Media Ministry Intern

- Captured weekly services and community events through photography, and produced branded graphics and edited content using Canva and CapCut to enhance visual storytelling and modernize the church's online communication
- Increased audience engagement across Facebook (18K+ followers) and Instagram (2.2K+ followers) through curated visuals and compelling captions, achieving 70–300 likes per post and strengthening community interaction.

CERTIFICATION

Fashion Styling – BangkokFA, BANGKOK, THAILAND

July 2024

ACHIEVEMENTS

Fashion Show Academy of Art University, San Francisco, CA

May 2025

SKILLS

Marketing

Brand Management, Consumer Insights, Trend Analysis, Social Media Strategy, Content Creation, Digital Marketing

Technical Tools

Adobe Photoshop, Canva, CapCut, iMovie, Microsoft Office (Word, PowerPoint), Google Suite

Interpersonal

Client Relationship Management, Communication, Detail-Oriented, Problem Solving, Adaptability