

Marisa Menist

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EDUCATION:

University of Miami

Miami Herbert Business School

Bachelor of Business Administration

Major: Marketing, Minor: Creative Advertising

Class of 2022
Coral Gables, FL

EXPERIENCE:

CURIO at Faena Bazaar

Sales Associate

Miami, FL

March 2022 – Present

- Assist an average of 50 customers a day in finding or selecting items, and providing recommendations
- Recommend and maintain accurate and attractive merchandise displays, ensuring strategic placement of products to maximize purchases - Stock, replenish, and organize inventory with accuracy and efficiency

REVOLVE

Ambassador

Miami, FL

January 2022 – Present

- Drove 200+ sales and generated \$1500+ for the brand through creative content posted on personal social media accounts

RAG & BONE

RTW Product Development Intern

New York, NY

June 2021 – August 2021

- Created a digital archive catalog of runway designs dating back to the 1960s for designers to use as inspiration for future seasons
- Communicated closely with cross-functional partners to ensure proper execution of each development plan
- Facilitated communication between design, tech design, merchandising, and overseas factories

ALEXA LEIGH JEWELS

Marketing Intern

Miami, FL

January 2021 – May 2021

- Delivered high-level assistance by locating products and checking store systems for merchandise at other sites to increase margins

SIGMA DELTA TAU

Head of Recruitment

Coral Gables, FL

January 2020 – January 2021

- Selected to represent 200+ chapter members on an Executive Board, overseeing all recruitment procedures and activities
- Collaborated with the Panhellenic Association at the University of Miami to ensure all 600 UM students going through recruitment had a positive and fair experience

SWEATSUITED Inc.

Founder

New York, NY

March 2020 – Present

- Created a clothing & lifestyle brand during the 2020 pandemic, bringing in \$35,000+ in sales
- Developed business strategy by creating wholesale and retail accounts in New York, New Jersey, Chicago, and Florida
- Orchestrated product design and manufacturing while keeping track of budgets and expenses
- Oversaw all marketing efforts including Shopify eCommerce website maintenance, social media management, and brand partnerships

POLLEN

Sales and Marketing Representative

Coral Gables, FL

September 2018 – Present

- Recruited leaders from Greek Organizations at the University of Miami using interpersonal communication skills
- Communicated with 100+ students through social media platforms, keeping them up to date with any localized information
- Worked with Southern Regional Director to track progression and create an itinerary for 100+ students through conference-call meetings and messages

SKILLS

Interest: Micro-Influencer

Activities: Ad Group, UM Club Tennis, Sigma Delta Tau PR Manager, Sigma Delta Tau Member

Technical Skills: TikTok, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Microsoft Word, Microsoft Excel