

Daniela Rosabal Manzur

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Education

Savannah College of Art and Design (SCAD)

Expected Graduation: March 2026

Savannah, GA | Bachelor of Fine Arts Major Fashion Marketing and Management

Minor Advertising and Branding

Istituto Marangoni

September 2021 - June 2022

Milan, Italy | BA Fashion Styling and Management

Professional Experience

Nane Miller - San José, Costa Rica

Fashion Intern

May 2021 - Jan 2022

- Creation of creative content increasing engagement by 20%.
- Collaborated with CEO Nane Miller planning social media content calendar for The New New, monitoring metrics, imagery and copy.

Costa Rica Fashion Week - San José, Costa Rica

Content Creation Assistant

August 2021

- Assisted director of Costa Rica Fashion Week and the coordinator of communications of CRFW in the creation of social media, photography, video and copy.
- Collaborated with behind the scenes staff in the organization, in order for the 4 day runway show to run smoothly.

Academic Experience

Economics of Luxury Industry Research Project

Sept 2023 - Nov 2023

- Researched the luxury designer industry and how economic climates affect it.
- Analyzed the transformation of luxury items into investment opportunities.
- Proved the industry's economic climate and consumer tendencies are making the luxury industry an investment business.

Burberry Mock Ad Campaign & Branding

June 2024 - July 2024

- Design of concept for a series of mock ad campaigns for luxury brand Burberry.
- Directed, stylized and photographed all necessary visual content for social media and out-of-home ad campaigns.
- Designed final advertisements, creative a complete and evocative Burberry campaign.

Certifications

International Baccalaureate Diploma

December 2020

Photoshop Certification

May 2024

Awards & Recognitions

Dean's List

September 2023 - August 2025

Skills

Software

- Adobe Suite
- Google Suite
- Microsoft Suite
- Social Media

Professional

- Content creation
- Media campaigns
- Visual merchandising
- Branding
- Critical thinking
- Public speaking

Languages

- Spanish - Native
- English - C1