

Daniela Rosabal Manzur

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Education

Bachelor of Fine Arts in Fashion Marketing & Management
Minor in Advertising & Branding
Savannah College of Art & Design | Savannah, Georgia
Expected Graduation March 2026
3.60 GPA

Dean's List 2023 - Current
SCAD Academic Scholarship

Certifications

Adobe Photoshop
Inside LVMH Certificate in Creation & Branding, Retail & Customer Experience

Skills

Spanish - Native
English - Native

Industry

Content creation | Media campaigns | Visual merchandising | Branding & advertising | Trend forecasting | Styling | Marketing research | Creative direction | Business research | Media strategy development

Professional

Digital marketing strategy | Critical thinking | Problem solving | Time management | Research methodology | Creativity | Communication | Leadership | Team management | Public speaking

Software

Adobe Illustrator | Photoshop | InDesign | After Effects | Google Suite | Microsoft Office Suite | Social Media | Canva | Figma

Professional Experience

Nane Miller - San José, Costa Rica

Marketing Intern

May 2021 - Jan 2022

- Developed data-driven content strategies using Microsoft Excel analytics to track performance metrics, resulting in a 20%+ increase in Instagram followers, likes, and comment engagement through detailed analysis and creative solution development.
- Multi-tasked across multiple concurrent projects, collaborating cross-functionally with the CEO and creative teams to execute an integrated marketing strategy for The New New Instagram page while managing diverse deliverables and timelines across digital and social platforms.
- Demonstrated strong organizational skills by monitoring KPIs through analytics dashboards and synthesizing data-heavy reports, utilizing clear and effective communication to inform strategic decisions that led to the successful development and management of brand pop-up shops.

Costa Rica Fashion Week - San José, Costa Rica

General Assistant

Summer 2021

- Partnered with the Director and Communications Coordinator to create multi-channel content across social media, photography, and video platforms, utilizing clear and effective communication skills to collaborate with diverse teams and stakeholders.
- Demonstrated exceptional ability to multitask and handle multiple projects simultaneously during a fast-paced, detail-oriented 4-day runway show, coordinating cross-functional behind-the-scenes teams across production, talent management, and technical operations.
- Applied strong organizational skills and creative problem-solving abilities to address time-sensitive challenges, ensuring seamless execution of Central America's premier fashion event while maintaining attention to detail throughout all operational aspects.

Academic Experience

Business Strategy Case Study - FarmRio x CB2

Spring 2025

Future of Shopping: Retail Innovation for Customer Empowerment

- Conceptualized a strategic collaboration between FarmRio and CB2, and conducted a comprehensive competitive analysis of the luxury and contemporary home décor landscape.
- Analyzed data-heavy industry reports, consumer behavior patterns, and macroeconomic indicators to develop actionable business strategy recommendations.
- Customized analytical framework of KPIs to measure collaboration success across market penetration, sustainability metrics, and financial performance, demonstrating strong analytical abilities and comfort with complex data.

The PR Remix - With Love, Meghan.

Spring 2025

Contemporary Issues in Fashion Merchandising

- Conducted multi-faceted brand analysis of Meghan Markle's public positioning, synthesizing insights from traditional media, digital platforms, and social channels to identify marketing and business strategy gaps.
- Developed a comprehensive strategic rebrand plan coordinating marketing initiatives, PR tactics, and business strategy across multiple stakeholder touchpoints for both personal brand and Netflix production.
- Applied foundational understanding of integrated marketing channels and media landscape to craft cohesive communication strategy.