

L A Y N E F A B L E

CONTACT

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PERSONAL PROFILE

I AM: A hard worker. Constantly striving to learn more and improve my skills. A lover of all things having to do with lifestyle. Engrossed with all emerging and current social media. Interested in creating/designing content, broadcasting, and all media having to do with lifestyle. Conscious of the evolving methods of marketing.

MY EDUCATION

UNIVERSITY

FORDHAM UNIVERSITY
LINCOLN CENTER
NEW YORK, NY

MAJOR & MINOR

BACHELOR OF ARTS
COMMUNICATIONS IN NEW MEDIA
VISUAL ARTS
GPA : 3.5

CLUBS

FASHION FOR PHILANTHROPY
WALK FOR BREAST CANCER

AWARDS

DEAN'S LIST 2014-2015

SKILLS



WORK EXPERIENCE

RACKED INTERNATIONAL/VOX MEDIA 2015

EDITORIAL INTERN: Created and curated content for social media platforms with Curalate software. Managed Interview prep and transcription. Created and presented Viewership Analytics/ Reports made with Google Analytics.

POSEIDON BAKERY 2013 - PRESENT

SOCIAL MEDIA MANAGER: Generate content for online presence. Help to enhance awareness of company's brand and company products. Shoot and retouch all product photography. Working on sales and marketing of new product bundles.

LANCÔME 2016

PUBLIC RELATIONS INTERN: Worked in the PR department and managed Lancôme influencer programs. Tracked each program through the influencer's social media channels. Build and update media lists and databases.

VITA COCO 2013

BRAND EDUCATOR: Hosted demos, missions, and events to raise brand awareness. Educated potential customers about Vita Coco's brand and products. Created post-event analysis reports, including overall synopsis, customer disposition and event photo archive.