



CAMILA PASSIANI

FASHION, BEAUTY & FRAGRANCE STUDENT

✉ camilapassiani@gmail.com

☎ (912) 344-0301

🌐 www.camilapassiani.com

📍 Savannah, GA

PROFILE

Proactive and Passionate about learning. Strong interest in product development. Experience with trend forecasting, ingredient sourcing, product concept development, claims development, formula evaluation, packaging innovation and sustainability.

EDUCATION

Savannah College of Art and Design - Savannah, GA | Expected Graduation: June 2022

Dual BFA in Fashion Marketing and Business of Beauty & Fragrance. GPA 4.0

LANGUAGES

Portuguese: Native

Spanish: Proficient

English: Proficient

INDUSTRY SKILLS

Creative | Analytical | Proactive

Adaptable | Detailed Oriented

Communicative | Collaborative

TECHNICAL

Microsoft Word | Excel | Power Point

Adobe InDesign | Photoshop

INTERESTS

Sustainability | Diversity

Volunteering | Travel

UNICEF Volunteer Program | Asunción, Paraguay | February – June 2016

- Participated on various campaigns and learned strategies to fight against child exploitation and abuse.

PROFESSIONAL EXPERIENCE

TATCHA Product Development Intern | Savannah, GA | January – April 2022

- Worked directly with VP and Sr. Director, supporting the team on new and on-going formula development.
- Contributed with ideas during product concept ideation, benchmark selection, ingredient selection, and product claims development.
- Collaborated with team in the creation of new product briefs.
- Evaluated formula submissions, collecting, and communicating feedback to vendors.
- Conducted research on ingredient innovations and competitive landscape, identifying white space opportunities for new products.
- Responsible for creating presentations for PD meetings with key stakeholders.

Aloe Unique Content Creator | Savannah, GA | November 2021 - January 2022

- Developed marketing strategies to increase brand's visibility.
- Planned events, produced and edited original content for all social media platforms.

Clove and Hallow Content Creator | Savannah, GA | December 2021

- Created social media content for Instagram and Tiktok highlighting Clover and Clove and Hallow's makeup and skincare products.

Lima Boutique Marketing Strategist | São Paulo, Brazil | January- September 2021

- Designed social media strategies to achieve marketing targets.
- Created and edited original, high-quality content.
- Administered all social media accounts ensuring up-to-date content.

My Clarins Influencer Campaign | Savannah, GA | March 2019

- Created original social media content to promote MyClarins skincare launch.
- Hosted an exclusive giveaway event among SCAD students to distribute samples.
- Evaluated and documented consumer's response to the products.

Sephora Collection Influencer Campaign | Savannah, GA | March 2018

- Created engaging content for Sephora's #LIPSTORIES launch campaign.

ADRA Paraguay | Asunción, Paraguay | February 2016

- Developed successful promotional materials for fundraising campaigns.
- Filmed and produced ADRA x Knorr "Share a Food" Video Campaign.
- Assisted in Social Media monitoring, content development and research.

ACADEMIC EXPERIENCE

Winner of SCADBeauty Social Media Campaign | Winter 2021

- Created a complete 360 digital marketing strategy for SCAD beauty, leveraging content throughout six social media platforms: IG, Tiktok, Linked-in, Facebook, YouTube, and Twitter.
- Relied on influencer marketing to reach target audience, collaborating with Tiktok beauty influencer Rachel Rigler.
- Learned to develop original copywriting, and creative ads and videos.
- Collected and analyzed each platform's weekly report data to evaluate performance and make improvements.

Featured Project on Windows Wear - #LVBeauty Pop-up Shop | November 2020.

- Developed a sustainable beauty line for luxury house Louis Vuitton, based on an extensive market research of consumer current inclination towards sustainability.
- Designed an experiential pop-up shop in collaboration with interior designer Hanna Reek for the product launch.

Lacoste Study Abroad Program | Fashion marketing | September – November 2019

- Visited L'occitane factory and explored the brand's manufacturing processes.
- Visited luxury fashion and fragrance boutiques in Paris, including Dior, Chanel, Bulgari, Yves Saint Laurent, etc., to gain insights on visual merchandising and promotion in the modern industry.
- Elaborated a marketing campaign for Pozzo di Borgo's "8 Mars" Fragrance.
- Developed a sustainable eye-wear collection and launch campaign for Salvatore Ferragamo.