

BLAIR
EZRA



SOCIAL MEDIA MARKETING
CREATIVE DIRECTING
CONTENT CREATING

Stimulates synergy in all creative collaborations to produce forward-thinking marketing content to attract and engage an array of target markets. Brings a broad perspective and vision to brand promotion and development to increase social value.

Website
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EXPERIENCE

Savannah College of Art & Design 2016-2019
Fashion Marketing and Management BFA; Cum Laude

Mamie Ruth
(2016-2019)

Social Media Manager; Stylist; Sales Intern

SAVANNAH, GA

Created, curated, managed, and published content for their social media, website, lookbooks, and advertisement pages. Marketing Manager, content creator, sales associate, stylist, photographer, videographer and creative director.

Free People
(2015-2016)

Senior Stylist

BETHESDA, MD

Created a unique, innovative and inspirational customer experience, encompassing the Free People lifestyle and brand image, through driving sales and building customer relationships, while maintaining all store operations and goals. Produced creative content for the store's social media account.

Bleach Bums
(2014-2018)

Owner; Designer

ONLINE / WASHINGTON DC

Fashion Designer and creative director for all sales and media. Created and managed the online retail store that sold one-of-a-kind, handmade clothing by Blair Ezra. Responsibilities include management of online operations, social media management, overseeing inventory, sales, advertising and marketing. Additional responsibilities include shipment management, customer service relations, and fostering social engagement.

Beary Boutique
(2012-2014)

Fashion Designer; Buyer; Marketing; Merchandising

POTOMAC, MD

Founder, designer, and buyer of unique boutique located near Washington DC. Carefully curated a variety of hand-made and carefully merchandised clothing. Responsibilities included brand management, marketing management, social media management, attended trade shows, maintained relations with vendors, store design management, created buying & product assortment plans, and upheld social engagement.

Lacy Couture
(2010-2014)

Buyer's Assistant; Stylist; Sales

POTOMAC, MD

Responsibilities include marketing management, web operations, social media management, chief stylist, event planning, sales associate, customer service, social engagement, and customer relations for a high-end boutique.

**Independent
photographer &
videographer**

Social Media; Content Creating; Blogging

WORLDWIDE

Directed, styled, photographed, and edited content for multiple Instagram accounts and websites. Curated social media content, GIFs, promotional videos, editorials, campaigns, lookbooks, and marketing media for brands and events.

Content published by big companies, including Polaroid, Free People, Pacsun, Okeechobee Music Festival, and Mamie Ruth.

SKILLS

Photography
Videography
Creative Directing
Media Management
Professional Editing
Web Operations
Adobe Creative Cloud
Excel Office
Styling
Ad Campaigns
Lookbooks
Moodboards
Adobe Programs
Microsoft Office
Merchandising
Visual Communication
Product Development
Leadership

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