

Vanessa Rubel

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EDUCATION

University of Miami

Bachelor of Business Administration

Major: Management; Minor: Strategic Communication

Relevant Coursework: Graphic Design for Strategic Communication, Advertising Strategy Development, Social Media Messaging & Strategy, Leading Change, Strategic Management, Principles of Advertising

Coral Gables, Florida

May 2025

CEA CAPA Paris (Study Abroad)

Relevant Coursework: Visual Merchandising, Trend Forecasting & Analysis, Mass Media & The Fashion Industry

Paris, France

Jan. 2024 - May 2024

PROFESSIONAL EXPERIENCE

Tiffany Wendel Styling

Marketing & Social Commerce Assistant

- Led cross-platform content and social commerce efforts across LTK, ShopMy, and Pinterest, generating 340K+ product clicks and \$90K+ in order volume within 9 months.
- Established presence on Pinterest, growing the audience from 0 to 82K users, resulting in 102K+ impressions and 4.8K+ engagements through trend-driven, visually compelling content.
- Curated affiliate content and product assortments informed by current fashion trends, audience behavior, and brand positioning to support measurable e-commerce performance.
- Coordinated logistics and creative execution for Instagram livestreams with luxury consignment partner (Refined), curating looks, and ensuring presentation remains on-brand.
- Supported high-profile styling and brand projects through fittings, product sourcing, and vendor coordination, contributing to polished execution and elevated client experiences.

Seattle, Washington

Jun. 2021 – Jan. 2026

Kith

Customer Experience Associate

- Delivered premium customer experience within a global fashion brand, developing strong insight into brand storytelling, product positioning, and consumer behavior in a high-volume retail environment.
- Built and maintained client relationships that supported repeat purchases and long-term brand loyalty.
- Partnered with Sales and Management teams to execute VIP requests and time-sensitive transactions with precision and discretion.
- Supported daily store operations while balancing customer service, transaction accuracy, and operational execution in a fast-paced, trend-driven setting.

Miami Beach, Florida

Jun. 2023 – Jul. 2025

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Sales Marketing and Customer Success Intern

- Prospected and qualified 1,000+ leads through market research, increasing pipeline volume and revenue potential.
- Assisted in creating and scheduling social media content for LinkedIn and email marketing communications to increase brand visibility and engagement.
- Organized and streamlined cross-functional data across sales, marketing, and operations, improving reporting accuracy and internal workflow efficiency.

Bellevue, Washington

May 2022 – Aug. 2022

SKILLS & INTERESTS

Technical Skills: Adobe Creative Suite; Figma; Canva; Microsoft Office; Social Commerce Platforms (LTK, ShopMy); Platform Analytics (LTK, ShopMy, Pinterest Analytics); Content & Project Coordination; Performance Tracking; Partner Communication

Interests: Fashion & Sneaker Culture; Visual Merchandising; Contemporary Art & Film; Fitness; Interior Design