

# ABBY MARTOS

## CONTACT

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## EDUCATION

**Flagler College**, 2023  
Saint Augustine, FL  
*BA in Business Administration,  
Minor in Advertising*

## SKILLS

- Strategic marketing
- Digital marketing
- Market research
- Brand development
- Written and verbal communication
- Event management
- Strategic communication
- Social media management
- Project management
- Client relationship management

## SOFTWARE

- Proficient in Google Suite, Microsoft Office Suite
- Adobe Photoshop, Illustrator, and InDesign

## WORK EXPERIENCE

### CHANEL

*Boutique Facilitator, Host* | New York, NY | Aug 2023 - Present

- Lead the entire client experience from initiation to completion, ensuring a heightened level of service and satisfaction
- Act as main point-of-contact between the client and the fashion advisor, employing exceptional interpersonal skills to understand and interpret client preferences, desires, and needs
- Uphold and elevate luxury standards by tailoring every aspect of the client experience by curating exclusive shopping sessions and bespoke services to align with the distinctive tastes and expectations of high-profile clientele

### STRIKE MAGAZINE

*Editor-in-Chief* | Saint Augustine, FL | Dec 2021 - May 2023

- Built and managed a diverse staff of 40+ professionals, fostering collaboration between cross-functional teams
- Developed and executed integrated content campaigns to maximize audience reach and engagement
- Implemented editorial strategies to align with the magazine's brand and target audience, resulting in a 25% increase in magazine sales
- Oversaw and optimized magazine budget and finances, achieving 40% in cost savings without compromising quality
- Coordinated and produced six cohesive photoshoots for each bi-annual issue with the creative team

### RALPH LAUREN

*Brand Ambassador* | Saint Augustine, FL | Sept 2021 - May 2023

- Conducted merchandising efforts to curate visually stunning product displays that showcased luxury items, increasing client interest and sales
- Utilized strong product knowledge and interpersonal skills to build lasting relationships with clients, resulting in repeat business and referrals
- Provided a bespoke shopping experience for high-end clientele, exceeding sales targets and consistently achieving top performer status

### NAVIA VISION

*Production Assistant Intern* | Brooklyn, NY | May 2022 - Aug 2022

- Coordinated with clients and vendors to track invoices, coordinate meetings, arrange travel, ensure availability and organization of all studio supplies, etc.
- Supported the production team with administrative tasks, such as updating and maintaining a well-organized calendar, accurately documenting meeting times, travel dates, and photoshoot schedules, enabling efficient planning and coordination
- Researched and sourced necessary gear, locations, PPE, and props, identifying suitable vendors and reviewing proposals