

DANIELA FRANKEN

FASHION SPECIALIST

PROFILE

I am a fashion professional interested in marketing, public relations, social media, and design. I recently presented my -ready to wear- collection constructed of up-cycled bra materials at Vancouver Fashion Week FW18

SKILLS

- Exceptional communication and networking skills
 - Successful working in a team environment, as well as independently
 - Highly organized with a strong attention to details
 - Proficient in social media
 - Photoshoot styling , production and coordination
 - Trend Analysis and Forecasting
 - Concept and Product Development
 - Photoshop
 - Illustrator
 - InDesign
 - Gerber
 - Microsoft Office: Word, Excel Power Point
 - English , Spanish
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CONTACT

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EDUCATION

FASHION DESIGN DIPLOMA
LaSalle College Vancouver - 2018
(Former The Art Institute of Vancouver)
President's Honor Roll 4.0 GPA
Outstanding Service Award

GRAPHIC DESIGN DIPLOMA
PHOTOGRAPHY DIPLOMA
WEB DESIGN DIPLOMA
Edumac - 2015

EXPERIENCE

PHOTOSHOP AND PHOTOGRAPHY INSTRUCTOR

Bodwell Highschool

- Develop curriculum and plan lessons ,manage busy classrooms with students ranging from grades 8 to 12 , evaluate student work.

SALES ADVISOR

H&M

- Merchandised and organized collections, provided costumers with product knowledge and service according to the values of the company ,handled cash and credit card transactions accurately.

STUDENT SERVICES ASSISTANT

LaSalle College Vancouver

- Coordinated recreational events for students, led Student Association meetings, Presented and shared creative work with a strong ability to craft narrative around design rationale, created graphic design elements

MARKETING ASSISTANT

Nueva Alianza

- Handled public relations and communications with high-level executives , produced small and medium events and press conferences, scheduled agendas , received monthly marketing reports
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