

ALESSIA PIETRAROIA

CONTACT

438-870-6725

alessiamariep2@gmail.com

Montreal, Qc

SKILLS

Adobe InDesign, Illustrator, and Xd

Shopify & other management platforms

Human relations

Organization

EDUCATION

DEC in Fashion Marketing

Lasalle College

SEPT 2021 - MAY 2024 (PRESENT)

High School Diploma

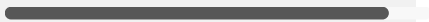
Vincent Massey Collegiate

SEPT 2016 - JUN 2021

Graduated with high honors

Awarded with cultural student of the year

LANGUAGES

English 

French 

WORK EXPERIENCE

NOV 2023 - PRESENT

Editorial Boutique, Montreal, Qc

E-Commerce & Newsletter Designer/ Social Media

- Working with Adobe Xd to regularly update website landing page and create weekly newsletters
- Using Shopify Klaviyo to schedule campaigns
- Experience with trend and target market analysis
- Assisting on creative shoots to enhance newsletters and website design
- Brainstorming and executing social media post ideas on Tiktok and Instagram
- Working closely with influencers to create partnerships and campaign content for social media

SEPT 2022 - NOV 2023

Editorial Boutique, Montreal, Qc

Retail Sales Associate

- Accommodating customers and ensuring a great shopping experience
- Personalized shopping and recommendations
- Working as a team to ensure good workflow and seamless sales floor management

MAY 2021 - AUG 2022

Laura / Melanie Lyne HQ & Warehouse, Laval, Qc

Assistant/Intern

- Assisted with ticketing, markdowns, and overstock
- Packing orders / organizing merchandise

JUN 2020 - JUN 2022

Marchés Tau, Laval, Qc

Cashier

- Worked regularly with different customers and clients
- Experience with closing cashes