

# Nina Hoag

Email:  
ninahoag13@gmail.com

LinkedIn:  
www.linkedin.com/in/nina-hoag

Phone:  
(978) 870-5055

Website:  
https://www.ninahoagportfolio.com/

## Summary

---

Creative marketing and merchandising professional with experience in fashion and beauty environments. Brings a strong eye for trends, visual presentation, and digital storytelling to elevate brand presence and engage modern consumers.

## Skills

---

### Digital & Design

Adobe Photoshop, Lightroom, Canva, Google Analytics, Shopify, Wix, Microsoft Office, Google Workspace, Contentsquare, Salesfloor

### Marketing & Brand

Content Creation, Social Media Strategy, Market Research, Trend Forecasting, Brand Management, Strong Communication

### Creative Direction

Photography, Styling, Visual Merchandising, Strategic Thinking

## Education

---

### Savannah College of Art and Design (SCAD)

M.A. Luxury & Brand Management  
GPA: 3.90  
September 2022 – March 2024

### Fitchburg State University

B.S. Communications Media  
GPA: 3.02  
September 2016 – May 2021

## Certifications

---

Inside LVMH  
SCADamp Professional Presentation  
Google Analytics 4 (GA4) Essential Training

## Experience

---

### Saks Fifth Avenue – The Fifth Avenue Club

*Fashion Consultant | Savannah, GA | March 2025 – March 2026*

- Provide personalized styling and wardrobe consultations tailored to each client's lifestyle, fit, and aesthetic
- Build and maintain long-term client relationships of 60 clients through one-on-one appointments, digital outreach, and curated lookbooks
- Drive sales through in-store and online channels, including social media selling and digital clienteling
- Leverage social media to promote new arrivals, style outfits, and engage current and prospective clients
- Support visual merchandising standards and product presentation to align with brand storytelling

### Good Light Cosmetics

*Social Media Intern | Remote | October 2024 – January 2025*

- Researched emerging skincare and beauty trends to inform content aligned with brand identity
- Collaborated with the social media team to develop and produce content across multiple platforms
- Created and edited short-form video content to increase brand visibility and audience engagement

### Harper Boutique

*Social Media Lead / Retail Associate | Savannah, GA | January 2023 – February 2025*

- Led social media strategy to grow brand following by 2,000+ in under two years
- Produced and edited short-form video content (Reels) to drive engagement and product visibility
- Maintained e-commerce listings and ensured accurate inventory representation
- Provided product knowledge and personalized service to support sales and customer experience

### Joshua Allen Design

*Social Media Marketing Intern | Sterling, MA | January 2021 – May 2021*

- Proactively managed various social media platforms, meticulously tracking analytics, and devising innovative strategies to propel growth and engagement for the interior design company
- Exhibited excellent writing skills by crafting compelling blogs and played a pivotal role in successfully launching the company's podcast