

Nina Hoag

Summary

Creative professional with experience in social media and marketing for fashion and beauty brands. Passionate about trend-driven storytelling, digital engagement, and elevating brand presence.

Skills

Microsoft Office	Market Research
Google	Content Creation
Google Analytics	Trend Analysis
Adobe Lightroom	Brand Management
Adobe Photoshop	Visual Merchandising
Canva	Easily Adaptable
Contentsquare	Teamwork
Wix	Communication
Photography	Strategic Thinking
Social Media	Styling
Shopify	

Education

M.A. Luxury & Brand Management

Savannah College Of Art And Design
September 2022 - March 2024
GPA 3.90

B.S. Communications Media

Fitchburg State University
September 2016 - May 2021
GPA 3.02
Deans List

Certifications

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

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Experience

Saks Fifth Avenue

Savannah, GA

Fashion Consultant for The Fifth Avenue Club

March 2025 - Current

- Provide personalized styling and wardrobe consultations tailored to each client's lifestyle, fit, and aesthetic
- Build and maintain long-term client relationships through one-on-one appointments, digital outreach, and curated lookbooks
- Drive sales through both in-store and online channels, including selling via social media platforms and digital clienteling
- Leverage social media to showcase new arrivals, style outfits, promote events, and engage current and prospective clients

Good Light Cosmetics

Remote

Social Media Intern

October 2024 - January 2025

- Monitor and research emerging skincare and beauty trends to craft content that aligns with Good Light Cosmetics' brand identity.
- Collaborate with the social media team to ideate and produce high-quality content across multiple platforms.
- Create and edit visually engaging video content for social media.

Harper Boutique

Savannah, GA

Social Media Lead

January 2023 - February 2025

- Bolstering the boutique's online presence by leading the social media account management, strategically leveraging platforms to enhance brand visibility and engagement. Increased following by 2,000 in under two years.
- Act as a brand ambassador by modeling merchandise for social media content and craft captivating Instagram reels, handling the complete process of crafting, designing, and editing engaging content for optimal visual appeal and engagement.
- Demonstrate a proactive approach to sales by sharing comprehensive product knowledge and effectively driving sales revenue.
- Maintain inventory records and ensure accurate representation on the website by regularly updating product listings.

Joshua Allen Design

Sterling, MA

Social Media/Marketing Intern

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.
- Created appealing advertisements effectively communicating the company's message and enhancing their social media.