

VICTORIA Lo

BRAND ADVERTISING MEDIA STRATEGIST

Victoria has a passion for visually conceptualizing brand image, meticulously designing clear campaigns, and driving revenue growth. With her background working in various markets, education emphasis in sustainability and visual design, and her natural love for fashion and art history, she is able to create innovative and inspiring projects designed to leave her audience captivated.

WORK EXPERIENCE

DEC 2021- PRESENT SENIOR ASSOCIATE - PAID MEDIA STRATEGIST

PUBLICIS GROUPE - STARCOM, CONSTELLATION GROUPE

- Promoted within a year (prev. Junior Associate)
- Market research & data analysis (Kantar, MRI, GWI)
- Running Reach/Frequency Reports (NMI)
- POVs & data story-telling
- Managing campaigns & budgets (Media Tools, Excel)
- Assisting with creative strategy ideation & campaign development
- Designing & presenting decks (PowerPoint, Canva)
- Managing deliverables and improving productivity
- Leading Social Committee/community event planning
- Training/onboarding new team members

FEB 2020-JAN 2021

SOCIAL MEDIA PARTNERSHIP - CONTENT CREATOR
SEPHORA X THEVLOCITY

- Curated 5 different UGC social media campaigns (posts of 15% ERR & stories of 24.64% ER - impressions to engagement clicks, likes, shares, follows)
- Content and collaborations boosted IG following 23.7%
- Researched and tested brands/products to establish proper social media copy and photo/film creative

JUN 2018 - NOV 2021

BRAND AMBASSADOR

BOTTEGA VENETA

- Expert in luxury fashion and beauty brands/trends/ consumer shopping behavior
- Surpassed sales goal over 66% (generated over \$3MM for company)
- Managed over 2K clients (75% annual retention rate)
- Collaborated with brands to strengthen client relationships (saving store \$3K+/fiscal qtr.)
- Utilized digital design skills to create and lead engaging training materials for retail branches across the NA, producing a 10% increase for in-store customer experience score since 2019
- Designed unique communication campaigns; outreaching 750 clients each month to optimize a 4% sales conversion
- Analyzed and researched competitor brands to assist in consumer growth and trend-forecasting

2017-PRESENT

**MARKETING/PHOTO & FILM PRODUCTION
CONSULTANT WORK AT VICTORIAYLO.COM**

BRAND MARKETING (7 Projects)

- Designing brand logos & websites
- Creating social media maps and calendars
- Photo and video content production/post-production
- Consulting brand campaign strategies

ART DIRECTOR (4 Projects)/ WARDROBE & BEAUTY DESIGNER (8 Projects)

- Designing on-screen production sets & creative concept
- Sourcing props/wardrobe on a budget

2016-2017

MARKETING AND ADVERTISING INTERN

SAN FRANCISCO MAGAZINE - MODERN LUXURY

- Directed client/supplier/partner outreach for events & ad sales (managed 50 suppliers/700 VIP guests)
- Curated SNS media & creative via Hootsuite, Adobe & Canva
- Assisted in hospitality for advertising client events
- Scheduled email campaigns via Mailchimp
- Edited ad/event proposals via InDesign
- Updated website's Scene Galleries & Events pages

SOFT SKILLS

INQUISITIVE
COMMUNITY BUILDING
INTERPERSONAL COMMUNICATIONS
CREATIVE PROBLEM-SOLVING
ADAPTABILITY
LEADERSHIP

HARD SKILLS

CAMPAIGN/MEDIA PLANNING
CLIENT RELATIONS
VISUAL COMMUNICATIONS
SOCIAL MEDIA DESIGN
RESEARCH ANALYSIS & TREND FORECASTING
PHOTO & FILM PRODUCTION/POST-PRODUCTION

TECH SKILLS

NMI/ Reach Frequency Reports
MRI/ Consumer Data Insight Reports
ADOBE SUITE/ InDesign, InCopy, Illustrator,
Photoshop, Lightroom, Premiere Pro, Premiere Rush,
Spark, Bridge, Acrobat
MICROSOFT OFFICE/ Word, PowerPoint, Excel,
Outlook, Teams
G-SUITE/ Drive, Gmail, Calendar, Google Analytics
WEB BUILDERS/ Wordpress, Squarespace, GoDaddy

EDUCATION

2014-2018

BS in APPAREL DESIGN & MERCHANDISING
Minor in MARKETING
SAN FRANCISCO STATE UNIVERSITY