

LIZA VALLEJOS

FASHION STUDENT

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| Miami, FL33141

Fashion design graduate transitioning from digital marketing with demonstrated expertise in pattern work, garment production, and quality control. Strong organizational and project management skills with proven ability to coordinate complex workflows, meet tight deadlines, and balance creative vision with meticulous attention to detail. Trilingual professional eager to contribute design expertise and operational excellence to a dynamic fashion team.

WORK EXPERIENCE

FASHION INTERNSHIP

September 2025(80hrs)

Petit Pois - Miami, FL

- Organized and coordinated trade show clothing inventory, ensuring proper cataloging and accessibility for buyers.
- Created spring and cruise collection color swatches for wholesale buyers, supporting sales and marketing initiatives.
- Inspected quality of garments against company standards, identifying defects and ensuring production compliance.
- Graded and modified patterns to improve fit and production efficiency.
- Assisted with pattern layout and cut sample and production garments with precision and minimal fabric waste.

CHANNEL MANAGER

2017 – May 2024

OnPoint Global - Miami, FL

- Led end-to-end campaign execution, coordinating creative development, timeline management, and performance reporting.
- Managed push and SMS campaigns for U.S clients, driving customer engagement through strategic topic and campaign development.
- Monitored key performance indicators (KPIs), deliverability, conversion rates, and revenue to drive continuous optimization.
- Generated monthly SMS campaign revenue of \$400K through data-driven strategy and implementation.
- Collaborated cross-functionally with creative and technical teams to meet tight deadlines.

EDUCATION

Fashion Apparel Design | Fashion Institute of Florida

Miami, FL | 2024

Database Development & Administration | Herzing College

Ottawa, ON | 2001

FASHION & TECHNICAL SKILLS

Pattern grading

Textile Knowledge

Advanced Microsoft Office

Draping

AdButler, Salesforce

MS Word, Excel, Access

Sample Production

Adobe Illustrator

PowerPoint

Textile Sketching

VStitcher

Project Management

LANGUAGES

English (native), Spanish (fluent), French (basic)