



RYNA MALIK



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EDUCATION

B.A - FASHION MERCHANDISING | MINOR IN MEDIA STUDIES

Virginia Commonwealth University | August 2020- Present

STUDY ABROAD PROGRAM, FASHION MERCHANDISING

Santa Reparata International School of Arts, Florence, Italy

EXPERIENCE

NYFW INTERN

Nili Lotan | February 2024

- arranged inventory by style and destination
- Completed line sheets for the FW 2024 collection, including over 30 accurate looks for buyers during market preparation
- Facilitated day-of- show operations, meticulously preparing garments for the NYFW presentation, providing assistance to designer Nili Lotan.
- Supported Nili Lotan's head of sales in the showroom, ensuring seamless organization of garments and facilitating smooth operation during buyer appointments.

MARKETING DEVELOPMENT REPRESENTATIVE

Kensington Sales | October 2020- Nov 2022

- Led a workgroup to establish a new outbound outreach sequence, showcasing leadership abilities
- Exceeded sales goals, achieving 110% to goal in Q4 2020 and 104-111% in subsequent quarters

SOCIAL MEDIA MARKETING COORDINATOR

SoulConX | March 2021-July 2021

- Developed new outreach techniques leading to a 3% lead to opportunity rate
- Executed a multi-channel social media campaign reaching 100k potential prospects

Profile

Self-motivated, goal oriented, and hard working. My specialties include maintaining relationships and collaborating well with others, eager to keep learning at each level of work, and result oriented with a proven track record of working collaboratively with team members to achieve goals. Experienced within marketing and sales and business development and process improvement.

SKILLS

- Strategic Thinking
- Leadership and collaboration
- Data Analytics
- Entrepreneurial spirit
- Computer Literacy
- Result-oriented
- Strong Communication
- Microsoft Excel
- Trend Analysis
- Market research

EXTRACURRICULAR

VCU ARTS FASHION ORGANIZATION

- Lead Mentor

PHI MU FRATERNITY

- social media chair
- academics chair