

# Sam Paz

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## EDUCATION

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- Fashion Institute of Technology**, New York, NY Mar 2026  
Fashion Design & Patternmaking Certificate
- Rutgers Business School**, New Brunswick, NJ May 2025  
Bachelor of Science in Marketing, Business Analytics and Information Technology  
*Activities:* Fashion Organization of Retail and Marketing, Hult Prize Case Competition 2023 “Redesigning Fashion”

## EXPERIENCE

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**Freelance Creative Director/Brand Consultant – Self-Employed** March 26 – Present

- Developed brand systems including visual identity, messaging pillars, and social strategy for Open Cities, a film production startup.
- Directed, shot, and edited social content and led collaborations for Open Cities, driving +600% follower growth, 25K views, and a 6% engagement rate.
- Lead creative direction and brand development for FRUITSTAND, shaping visual identity, copy guidelines, and social strategy for a streetwear brand.

**Product and Brand Marketing Coordinator – BNY** Jun 2025 – Present

- Conceptualized and led the creation of an interactive card game and digital activation translating Product Marketing strategy into an experiential learning tool; now the centerpiece of internal events engaging 5,000+ attendees.
- Collaborate cross-functionally to execute multiple creative campaigns, manage social workflows in Sprinklr, and deliver high-quality creative output across concurrent projects using Canva, PowerPoint, Adobe Workfront, and Adobe Creative Suite.
- Develop, research, and present insight-driven pitch decks, mood boards, visual storytelling assets, and experiential concepts supporting brand differentiation and new positioning across client-facing campaigns, merchandise, social, and content initiatives.

**Director/Designer – SAMPАЗ** Apr 2018 – Present

- Design, pattern, and produce limited-run clothing drops generating \$900+ in revenue in SS24 via ecommerce website.
- Increased social media engagement by 35.2%, reach by 60.7% for SS23, followed by a 30% increase in sales.
- Lead end-to-end creation of editorial video and photo campaigns—writing, producing, directing, styling, and editing to bring product and concept stories to life. Manage full production workflow (schedules, creative decks, location scouting, and casting).

**Ready-to-Wear Production/ Product Development Assistant – KidSuper** Apr 2025 – Jun 2025

- Responded to ad hoc data requests, delivering production insights on vendor details, style numbers, colorways, COO, MOQ, pricing, and margin projections.
- Managed factory relationships by negotiating timelines, costs, and quality standards, and conducting sample fittings with design and fit feedback.
- Created and maintained detailed tech packs and size charts to streamline communication with production partners.

**Creative Marketing Intern – HBO Max, Warner Bros. Discovery** Jan 2024 – Aug 2024

- Pitched content, copy, and partnerships for @PalanteHBOMax’s 800k+ social ecosystem, driving 4M+ organic views and 350k+ engagements with solo pitches for *In the Heights*.
- Developed HBOMax campaign taglines, key art, creative decks, and trailer spots, tracking assets and managing projects on Monday.com (e.g., Sueños Music Festival, *The Penguin*, *Industry*, *Fantasmas*).
- Built a 400+ multicultural influencer database to optimize campaign partnerships using KPIs and qualitative metrics.
- Analyzed fashion and entertainment trends and presented relevant insights and performance decks to senior leadership.

**Fashion Technology and Media Intern – Lindsey Media** Jun 2023 – Dec 2023

- Supported client and influencer partnerships by pitching collaborations and managing sample trafficking, press clippings, and ongoing media activities.
- Coordinated logistics and run-of-show timelines for NYFW presentations, serving as liaison between designers, models, and production teams (e.g., Collina Strada, Wiederhoeft, Allina Liu).
- Analyzed fashion editorial performance (*Vogue*, *Vanity Fair*, etc.) and produced trend and KPI-driven insights to inform client editorial and collaboration strategy.

## SKILLS, ACTIVITIES & INTERESTS

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**Languages:** Fluent in English; Conversational Proficiency in Spanish

**Skills:** Adobe Illustrator, Premiere, Adobe Creative Suite, Excel, Seismic, Canva, SQL, HTML, Tableau, LaunchMetrics, SAP, Cision, Constant Contact, MailChimp, Microsoft Suite, Monday, Asana, Workbench, Meta Business Suite, Generative AI, Later, Sprout Social, HootSuite, Google Analytics, AirTable, Fashion GPS, Patternmaking

**Interests:** Teaching ballet class, mystery novels, hiking