

Olivia Perez-Fung

Beauty marketing professional with experience in creator partnerships, social media strategy, luxury beauty, and cross-functional campaign execution. Skilled in orchestrating brand activations, influencer collaborations and relationships, content production and marketing initiatives that drive customer engagement and brand growth.

(718.) 517. 0446

Operezfung@gmail.com

<https://www.mualivartistry.com>

BRAND PARTNERSHIPS

ESUM Cosmetics, San Francisco, CA — Beauty Content Creator (Freelance)

- Produced educational beauty content featuring ESUM products for Instagram Reels and TikTok.
- Partnered directly with the brand's marketing team to create launch-ready assets.
- Created product education content aligned with brand messaging and campaign objectives.

EXPERIENCE

CHANEL, New York, NY — Beauty and Fragrance Advisor

SEPT 2024 - PRESENT

- Supported @welovecoco social campaign for the launch of Chance Eau Splendide through on-set operations and luxury brand storytelling.
- Coordinated luxury in-store client events and brand activations, overseeing event logistics, cross-functional collaboration and personalized guest experiences while maintaining the highest standard of luxury service.
- Educated clients and team members through educational experiences focused on product knowledge, application techniques and emerging beauty trends, adapting instruction to diverse learning styles.
- Maintained operational excellence while balancing luxury client experiences, product education, and event execution in a fast paced retail environment.

MAC Cosmetics, New York, NY — Acting Assistant Manager

DEC 2023 - JULY 2024

- Provided makeup services and consultations with clients to develop a beauty routine that helps them achieve their desired look.
- Partnered with the business manager and Account Executive to support counter goals by coordinating in-store events, promoting client activations through social media and ensuring the team had the resources they needed to deliver exceptional client service.
- Built a clientele book and stayed in contact with my clients through B-Connected

Tea and Milk, Astoria, NY — Social Media Marketing Manager

FEB 2021 - DEC 2023

- Coordinated strategic brand partnerships and experiential events with organizations like Anime NYC, New York Comic Con, Governors Ball, Pearl River Mart, Electric Zoo, Citi Field, and Tsukihime, ensuring seamless execution and impactful brand experience.
- Managed end-to-end influencer partnerships by sourcing creators, negotiating deliverables, overseeing campaign budgets, and developing collaborative content strategies that supported brand awareness and engagement.
- Developed creative concepts for collaborative content with influencers and brand partners, aligning campaign messaging with business objectives and audience engagement goals.
- Managed project timelines across multiple platforms to ensure successful campaign execution and brand visibility
- Designed digital campaigns and visuals to improve customer experience and promote new products and services.

Frasca Design, Mineola, NY — Social Media Marketing Manager

FEB 2021 - DEC 2023

- Coordinated projects across multiple clients while managing timelines, deliverables and communication.
- Organized marketing campaigns, client presentations, and creative assets across numerous campaigns and accounts simultaneously
- Maintained detailed project schedules while ensuring deadlines and client expectations were consistently met.

EDUCATION

Fashion Institute of Technology

A.A.S., Communication Design

B.S., Advertising and Digital Design

CERTIFICATIONS

INSIDE LVMH- Operations, Supply Chain, Retail and Customer Experience

MARKETING SKILLS

Social Commerce

Brand Partnerships

Influencer Marketing

Content Creation

Social Media Strategy

Campaign Coordination

Short-Form Video Production

TECHNICAL SKILLS

Meta Business Suite

Google Workspace

Microsoft Office

Adobe Creative Suite

Social Media Strategy

Hootsuite

Buffer

Later

Instagram

TikTok

Canva

Squarespace

Webflow

Google Ads