**Sage L. Coralli**

5122 Milam St. Dallas, TX 75206. sosageblog@gmail.com. 469.387.5480

**Objective**

Self-motivated, energetic, hardworking business professional & stylist seeking to obtain a position that will challenge me to grow professionally in the fashion industry.

**Career Progression & Skills Acquired**

**VOLA Sports**, Dallas, TX  **June 2014 - Present**

***Creative Director – Public Relations, Marketing, & Sales***

* Responsible for the overall creative direction of the company by promoting a strong consistent brand image across all channels, producing & styling photo shoots, maintaining retail stores’ visual merchandising standards, oversee design and photography for company website, developing & implementing marketing strategies, and keeping current on competitive market trends
* Responsible for discovering & recruiting new publisher talent, maintaining a blogger initiative program, tracking performance & run analytic reports on all forms of digital marketing
* Sales reponsbilities consist of establishing positive relationships with current and prospective wholesale clients, tracking current sales, assisting in researching and pursuing new target markets

\*\*Work closely with design team on new techniques, fabrics, and styles\*\*

***Highlights & Skills Acquired –***

* Ability to collaborate in a team environment and easily communicate creative ideas
* Excellent verbal and written communication skills
* Ability to multi-task, manage many departments at once, and prioritize accordingly
* Experience in contemporary fashion
* Technical skills in Adobe Photoshop

**So Sage Blog,** Dallas, TX **June 2013 - Present**

***Chief Editor/Fashion & Lifestyle Blogger***

* An editorial style blog highlighting current fashion trends through personal style
* Since the blog was rebranded in February 2015 it has seen a quick increase in size by 500% in 6 months
* Approved RewardStyle Publisher since 2013
* Strong social media influence-
	+ Instagram: 14,300+ followers
	+ Twitter: 4,000+ followers
	+ Pinterest: 900+ followers
* Experience in partnering and collaborating with top designers and featured in numerous media publications
* Designer and brand recognition from: Calvin Klein, Christian Louboutin, Tommy Hilfiger, Nicole Miller, and French Connection

 ***Highlights & Skills Acquired –***

* Building blog traffic to 10,000 views per month
* Acquired a combined total of over 20,000 followers on all social media mechanisms
* Hosting in store events as a guest blogger and stylist at Elaine Turner, Neiman Marcus, Kendra Scott, and more
* Advanced knowledge and experience involving: Wordpress, Adobe Photoshop, Blogger, Google Analytics, HTML, CSS, SEO, and Photography
* Social media used for brand promotion; PR & affiliate relations

**Sage’s Wellness Lounge,** Norman, OK **January 2013 - January 2015**

***Principal/Owner***

* Responsible for overseeing the day-to-day operations of the business which included the following: facilitating and communicating with my team in other areas of the country, organizing weekly/monthly educational trainings and fit camps, merchandise management, guest speaking at monthly events of 600+ attendees, inspire customer confidence and create loyalty to the brand
* Responsible for hiring, training, and managing all employees as well as marketing, bookkeeping, advertising business functions, and built a strong relationship with daily customers and personal clientele

***Highlights & Skills Acquired –***

* Ranked in the top 10 producers in the region, every month for 3 years consecutively
* Strong and effective leadership to manage a successful team and business
* Established credibility as a young entrepreneur and the youngest business owner in campus corner association
* Created a positive, high energy atmosphere in the workplace
* Strong judgment, problem solving skills, team management, interpersonal skills, embracing diversity in the workplace

**Education**

**University of Oklahoma, 2008-2012**, Norman, OK

BS in Health and Exercise Science, emphasis Pre-Physicians Assistant

**Pepperdine University Seaver College, 2007-2008**, Malibu, CA

**Computer Skills**

Proficient in the use of Adobe Photoshop, Wordpress, Mail Chimp, Microsoft Word, Microsoft Excel, Microsoft Outlook and PowerPoint on PC and Mac

**Activities and Associations**

**University of Oklahoma Division One Soccer,** Norman, OK

August 2008 - May 2012

Scholarship Athlete

* Served as the Team’s captain for the 2011-2012 Season
* All Big 12 Academic First Team (2008, 2009, 2010, 2011)
* Four Year Letterman, University of Oklahoma Soccer Team (2008-2011)

**Pepperdine University Division One Soccer,** Malibu, CA

August 2007 - May 2008

Scholarship Athlete

**References**

**Available upon request**