



*talk-*  
**to me**

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## Education

**Parsons: The New School**  
Masters in Professional Studies  
Fashion Management 4.0

**Point Loma Nazarene University**

Bachelor of Arts in  
Graphic Design and  
Women's Studies 4.0

## Certificates

**Parsons X Teen Vogue**  
Certificate in Fashion Industry  
Essentials 2017

**BP Nordstrom Fashion Board**  
Member of BP Nordstrom's  
Curatorial Board 2015

## Volunteer Work

**New York Fashion Week**  
Buyer/Creative Assistant  
September 2021–March 2023

**Milan Fashion Week**  
Buyer/Creative Assistant  
January 2020–March 2020

## Experience

**Anna Sui**  
Lead Graphic Designer + Digital Commerce Coordinator  
July 2023–Present

- Create custom digital content for collection launches, manage website on Shopify, and design promotional materials for product drops, collaborating on marketing strategies.
- Developed social media calendars, marketing strategies, and influencer engagement, while generating content for social channels and contributing to innovative marketing approaches for fragrance, cosmetics, and brand collaborations.

**ALOHA Collection**  
Graphic Designer + Creative Director Assistant  
March 2021–July 2023

- Independently conceptualized, designed, and implemented creative graphics and content, both print and digital, as well as launch creative, e.g. email marketing, paid media, social media.
- Executed photoshoots, prepared collections, assisted in ideation, and provided support for a team of creatives that designs content for advertising and promotional purposes.
- Designed patterns and prints for travel bags, as well as created mockups and line sheets.

**San Diego Magazine**  
Social Media & Design Assistant  
September 2020–February 2021

- Designed and managed social media content, tracked social engagement to identify trends and campaigns for the company as well as their supporting brands.

**Point Loma Nazarene University**  
Junior Graphic Designer  
August 2019–May 2022

- Created and designed curriculum maps, event posters and various promotional work for the University.
- Entirely designed and created two 200 page yearbooks, while leading a design team as the Art Director.

## Skills

Microsoft  
Adobe Suite  
Indesign  
Illustrator  
Photoshop  
Adobe XD  
Figma  
Bridge  
AfterEffects  
Premiere Pro  
Dreamweaver  
Shopify  
Klaviyo  
Mailchimp  
Asana  
Bynder  
Dropbox  
Marketing  
Digital + Print Design  
Basic HTML  
Social Media  
Basic French  
Typography

## References\*

Peter Osuna - Art Director for  
ALOHA Collection

Caroline Pickering - Lead  
Graphic Designer for  
ALOHA Collection

Rachael Soares - Creative  
Director and Co-Founder for  
ALOHA Collection

\*Contact available upon request