

Amanda Farabow

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SUMMARY

Strategic designer with a background in fashion and business, focused on integrating creative thinking with brand strategy. Experience across fashion and jewelry PR, showroom management, and designer support. Skilled in visual storytelling and brand communication, with an interest in shaping brand identity and supporting product development from concept through production.

EDUCATION

Parsons School of Design New York, NY

Fall 2021- May 2026

Major: Strategic Design and Management

Minor: Fashion Communication

- ★ CAD (Rhino 3D,) Photoshop, Trend analysis, Runway production

WORK EXPERIENCE

Etcetera Los Angeles -- Fashion PR Intern

June 2023 - August 2023

- ★ Showroom and sample pull organization
- ★ Outreach and research for brand promotion
- ★ Managed showroom operations solo for the final two weeks

Dur Doux -- Lead Administrative Intern/Assistant Back of House Coordinator

Jan 2021 - Sep 2021, Jan 2023- Feb 2023

Project Based:

- ★ F/W 21-22 NYFW: Assisted designer/founder with organization, backstage dresser day of virtual show, post-show press organization
- ★ S/S 22 NYFW: Created and organized data base for model call, led outreach and communication with models, backstage dresser day of show
- ★ F/W 23-23 NYFW: Assistant Back of House Coordinator, led intern communications, coordinated backstage day-of-show preparations and managed interns

Private Policy -- NYFW Volunteer

September 2022

- ★ Back of house tasks and preparation for show

Moki Media -- PR Intern

June 2022 - August 2022

- ★ Wrote pitches for clients' featured events
- ★ Created content for clients' social media
- ★ Compiled and expanded upon lists of press contacts and connections

CI Collective -- PR Intern

Jan 2022 - May 2022

- ★ Wrote product pitches sent to jewelry/fashion editors
- ★ Coordinated with designers on jewelry sample pulls for stylists, magazines, and photoshoots

Mint Condition -- Stylist/Sales Associate

Jun 2020 – Aug 2021

- ★ Social media coordinator, promoted store inventory across Instagram and Facebook
- ★ Selected new inventory, assessed authenticity and value of designer bags, displayed and styled items for consignment

REFERENCES

Najla Burt, Founder and Designer, Dur Doux

info@durdoux.com 347-496-6653

Jade Ikazoboh, Founder and Director, Etcetera Los Angeles

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