

# Krysta Mohair



Fashion Marketer and Public Relations

## Information

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## Profile

Passionate and detail-oriented fashion marketer with experience in public relations, social media content creation, and brand storytelling. I have a strong understanding of social media trends and consumer behavior. Skilled in collaborating on team projects and managing time-sensitive tasks in fast-paced environments.

## Education

**Bachelor of Fine Arts in Fashion Marketing**  
Academy of Art University  
San Francisco (2021-2025)  
3.81 GPA

## Certificates

**Inside LVMH (2024)**  
**Remake. World (2024)**

## Key Skills

**Marketing**  
Branding and Digital Marketing, E-Commerce, International Retailing and Global Marketing, Fashion Promotion Strategies, Public Relations, Social Media Marketing and Advertising, Visual Merchandising

## Technical Tools

Adobe Illustrator, InDesign, Photoshop, Canva, Google Suite, Meta Business Suite, Microsoft Office, Social Media

## Interpersonal

Adaptable, Collaboration, Emotional Intelligence, Empathy, Introspective, Leadership, Motivational, Patience, Problem-Solving

## Work Experience

### Administrative Assistant/ Social Media Content Developer

Cozy D Heating & A/C - October 2021 to Present

- Generate content strategies to promote user engagement for Facebook and Instagram
- Grow the company's Facebook following by 5% by sharing organic, engaging content
- Design marketing materials using Canva and Adobe Photoshop to share with customers
- Work alongside the marketing agency EasyFans to develop SMS and email marketing campaigns

## Projects

### Diesel x Black Lives Matter

- Developed a mock campaign in collaboration with the Black Lives Matter organization
- Created a strategy using Facebook, Twitter, TikTok, and Instagram to boost social media engagement by 20%.
- Produced a content plan for social media to promote Diesel's PR collaboration
- Used demographic and interest targeting through Google Analytics to reach the right audience

### Pat McGrath Cosmetics x Alexa Demie

- Led a mock PR campaign to boost brand visibility on social media by 10%.
- Designed a marketing campaign with social and out-of-home media mockups.
- Analyzed competitors to assess the brand's positioning
- Planned and managed a marketing budget calendar to make the most of resources for brand promotions