

# Sage Shahi

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## PROFESSIONAL EXPERIENCE

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### Skyrise

El Segundo, CA

*Communications Specialist*

February 2023-Present

- Coordinate development of product launch, website creation, assets and press releases ahead of key deadlines
- Tell our story to our 5 key audiences simplifying advanced concepts to concise easy language
- Establish clear internal communications between 10 executive team members to ensure alignment with company strategy
- Lead CEO media training, interviews, investor pitches and keynote speaking engagements at closed-door VC summits
- Secure positive press coverage from 75+ top-tier business and aviation publications generating company visibility

### Purple PR

Los Angeles, CA

*Account Executive*

2022-2023

- Led day-to-day executive support for 14 fashion brands, assisting in image and relationship building across the industry
- Facilitated creative development of 50+ client campaigns on target and within budget, generating social coverage
- Crafted written materials, including press releases, media briefs and recaps sharing quantifiable insights and KPI's

### AMIRI

Los Angeles, CA

*Public Relations/Influencer Coordinator*

2021-2022

- Coordinated the 200+ influencer, editorial, and VIP strategy for runway fashion show generating 30+ million views
- Curated images to elevate brand awareness and sales and ensured publications followed brand ethos and design codes
- Developed event calendars, compiled 4 press recaps/month, and presented ROI/KPI's to leadership
- Managed the whereabouts of 50,000+ luxury goods through Fashion GPS data entry

### Well(un)known

Los Angeles, CA

*Public Relations Coordinator*

2020

- Conducted influencer outreach and negotiated social media contracts with agency stakeholders
- Drafted website copy to communicate brand vision resulting in a 40% increase in traffic
- Analyzed key ROI's to inform business decisions and presented synthesized finding to senior leadership

### Formosi

Los Angeles, CA

*Digital Marketing Intern*

2020

- Authored blog posts and creative content for 15 clients generating a 30% increase in site visits
- Monitored and evaluated web analytics to recommend adjustments to maximize clientele visibility
- Utilized Web Flow and SquareSpace to develop updated company website

## EDUCATION

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### Louisiana State University – Shreveport

Shreveport, LA

*Master of Business Administration (Finance)*

### Fashion Institute of Design Merchandising

Los Angeles, CA

*Bachelor of Marketing and Merchandising (cum laude)*

Montana State University – Associate of Arts (Marketing)