

Ava Bandura

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Education

Syracuse University, Syracuse, New York

May 2027

Martin J. Whitman School of Management | B.S. Retail Management & Marketing

GPA 3.4/4.0

Newhouse School of Public Communications | Fashion & Beauty Communications Milestone

Relevant Experience

Nordstrom, Costa Mesa, CA | *Men's Casual Sales Associate '25* | *Men's Styling Assistant '24* | Summer 2025 & 2024

- Achieved \$120,000 in net sales in 9 weeks, setting a department record in relationship building.
- Developed client relationships with high-end customers and maintained online stylist-customer style boards.
- Exceeded department and store sales goals through personalized service and strategic product recommendations.
- Collaborated closely with department and store managers to deliver outstanding customer experiences.
- Merchandised Anniversary Sale items to drive engagement with both walk-in customers and established clients, while leveraging online sales platforms to expand reach and showcase adaptability across in-store and digital channels.

Beach House PR, Los Angeles, CA | *Influencer Marketing Intern*

May 2025-August 2025

- Supported team in discovering and sourcing influencers to align with brand campaigns for Avene and Marc Anthony
- Assisted in organizing PR campaigns and events, ensuring smooth execution and brand alignment.
- Tracked and analyzed campaign performance metrics to measure reach and engagement.
- Gained hands-on experience in influencer relations, brand communication, and beauty PR within a fast-paced environment.

Content Creator, Tiktok @ava_bandura 17K Followers | Instagram @ava.bandura

June 2024-Present

- Curate fashion-focused content that helps college women discover their personal style while serving as an established Gen Z voice in the fashion space.
- Represented by *Shine Talent Group*.
- Maintain Amazon Associates, ShopMy, and LTK Pages to generate consistent revenue.
- Partner with leading fashion brands (Skims, Steve Madden, The Frye Company, Princess Polly, Nordstrom Rack) for paid and gifted collaborations. Craft creative and authentic content to maximize brand engagement and sales conversion.

Set Sail College Counseling, Orange County, CA | *Social Media and Marketing Intern*

January 2025-Present

- Developed and implemented content strategies across platforms targeting students and parents.
 - Launched social media pages on platforms including Instagram, TikTok, Facebook, and X.
 - Designed and created graphics for logos, advertisements, social media posts, and student packages.
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Campus Engagement & Leadership

University Girl Magazine, Syracuse University

August 2024- Present

Creative Director ('25) *Styling Director ('24)*

- Served as the primary creative voice across print and digital, defining the magazine's visual identity, tone, and style.
- Led the creative direction of all editorial shoots and content, from concept development to final publication, ensuring cohesive styling, photography, and storytelling.

Delta Delta Delta, Syracuse University

March 2025- Present

Director of PR & Marketing

- Develop and execute PR and marketing strategies to promote sorority events, initiatives, and philanthropic efforts across campus.
 - Manage the sorority's brand image and presence through social media ensuring consistent messaging and engagement.
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Certificates & Skills & Interests

Certificates: Martin J Whitman School of Management Leadership Scholar Recipient, Excel Certification, LVMH Retail Certification Program

Skills: Adobe Photoshop & Illustrator, Canva, Content Creation (Personal & UGC), Styling, Instagram/Tiktok Analytics

Interests: Sewing & Pattern Creation, Fashion Trend Spotting, Yoga, Graphic Design, Cheerleading, Reading