

FRANCES SOLÁ-SANTIAGO

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EXPERIENCE

Fashion Unfiltered

New York, NY
Jan. 2016 to present

Editorial Intern

Work with editorial team to pitch and report stories on fashion, feminism, beauty and culture. Cover backstage beauty at New York Fashion Week and curate photo stories.

GFR Media

San Juan, PR
August 2015 to July 2016

Content Developer

Wrote and produced digital content for major brands such as Dove, Tous and Pantene to be published in *El Nuevo Día*, *Primera Hora* and *Índice*. Contributed to content marketing strategy for social media, digital and print campaigns. Co-produced most-watched [social video](#) for *Índice* with a reach of 1.8 million views on Facebook.

Diálogo

San Juan, PR
Sept. 2013 to July 2015

Reporter

Wrote fashion and performing arts criticism focusing on the intersection of fashion, society and culture. Stories included an opinion piece on the democratization of fashion by bloggers and coverage of Puerto Rican fashion designers showcased at New York Fashion Week.

Eddie Borgo

New York, NY
May to August 2014

PR Intern

Tracked samples and managed sample closet, organized showroom visuals, and coordinated visual presentations for retail buyers such as Nordstrom, Neiman Marcus and Saks.

Zara

San Juan, PR
Jan. 2014 to May 2014

Sales Associate

Provided customer service and managed floor organization, styled merchandise and served as client stylist.

Revista Ego

San Juan, PR
June 2010 to August 2012

Intern

Covered fashion shows during Puerto Rico High Fashion Week. Interviewed high profile designers and models such as Isabel Toledo and Adriana Lima. Wrote trend stories on fashion and beauty. Styled and produced editorial shoots and TV segments.

EDUCATION

CUNY Graduate School
of Journalism
Expected Dec. 2017

M.A. in Journalism

University of Puerto
Rico
May 2016

B.A. in Journalism

Study Abroad Semester at Complutense University of Madrid in Spring 2015

SKILLS

Hardware

Canon T3, 60D and C100

Marantz 660 and 661

Software/ platforms

Adobe Premiere

WordPress

Social Media (Facebook, Instagram, Snapchat, Twitter)

Basic HTML & CSS

Languages

Spanish (native speaker)