

CASSANDRA FRANCOIS

EXECUTIVE ASSISTANT

EDUCATION

BACHELOR OF ART IN PHILOSOPHY

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MAY 2017: PALM
BEACH ATLANTIC
UNIVERSITY

Minor: Dance

BILINGUAL: ENGLISH
& FRENCH

PRODUCTION SKILLS

- Beauty Team Coordination
- Scheduling
- Influencer Marketing
- Fashion Week Production
- Travel Coordinator
- Event Management

EXPERTISE

- Organizational Management
- Contract Negotiation
- Campaign Development
- Sponsorship Acquisition
- Public Relations
- Creative Direction

WORK EXPERIENCE

STYLE THE RUNWAY EXECUTIVE ASSISTANT

Miami – LA - NYC / March 2015 - June 2020

Administrative Assistant with 5+ years of experience preparing flawless presentations, assembling facility reports, and maintaining the utmost confidentiality. Possesses a B.A. and expertise in Microsoft Excel

- **COORDINATES** executive communications, including taking calls, responding to emails and interfacing with clients on behalf of the beauty team and product company.
- **PREPARES** internal and external corporate documents for team members and industry partners
- **SCHEDULES** meetings and appointments and manage travel itineraries
- **ARRANGES** corporate events to take place outside of the work place, such as Paris on worth avenue, fund-raising events and staff appreciation events
- **MAINTAINS** an organized filing system of paper and electronic documents
- **UPHOLDS** a strict level of confidentiality
- **DEVELOPS** and sustain a level of professionalism among staff and clientele

NEW YORK FASHION WEEK EXPERIENCE

FREELANCE / SEASONS: SS17, AW18, SS18, AW19

- **BACKSTAGE ASSISTANT:** Specializes in backstage communications responding to emails and interfacing with clients on behalf of the beauty team and production.
- **HAIR TEAM:** Coordinates and assembles beauty team for New York Fashion Week,
- **SPONSORSHIP DEVELOPMENT:** Acquires product companies involved in sponsorship on behalf of Production company.
- **MODEL ASSIGNMENT:** Managing elite models, manages Instagram accounts and assists social media team.
- **MODEL CASTING:** Works with modeling agencies for the best models, assigns elite models, gathering social media accounts and distributing to influencer marketing

CASSANDRA FRANCOIS EXPERIENCE CONTINUED

LOS ANGELES FASHION WEEK PRODUCER/ ACCOUNT MANAGER 2015 - 2020 STYLE THE RUNWAY

SEASONS: SS17, AW18, SS18, AW19

- **BACKSTAGE ASSISTANT:** Specializes in backstage communications responding to emails and interfacing with clients on behalf of the beauty team and production.
- **HAIR TEAM:** Coordinates and assembles beauty team for Los Angeles Fashion Week,
- **SPONSORSHIP DEVELOPMENT:** Acquires product companies involved in sponsorship on behalf of Production company.
- **MODEL ASSIGNMENT:** Managing elite models, manages Instagram accounts and assists social media team.
- **MODEL CASTING:** Works with modeling agencies for the best models, assigns elite models, gathering social media accounts and distributing to influencer marketing.
- **VIP SEATINGS** Develops and coordinates marketing with major VIP guests and influencers.
- **GIFT BAG** Product placement, sales and distribution for Style the Runway during shows.
- **BACKSTAGE RUNNER:** Develops internal team communications throughout the event.
- **MODEL CHECK** (keeping count of models as they got hair and makeup done)

DOLCE & GABBANA STORE OPENING MIAMI DESIGN DISTRICT 2018

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- **SPONSORSHIP DEVELOPMENT:** Acquires product companies involved in sponsorship on behalf of Production company.
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- **VIP SEATINGS** Develops and coordinates marketing with major VIP guests and influencers.
- **GIFT BAG** Product placement, sales and distribution for Style the Runway during shows.
- **BACKSTAGE RUNNER:** Develops internal team communications throughout the event.
- **MODEL CHECK** (keeping count of models as they got hair and makeup done)
- **SPONORSHIP ACQUISITION** Advising Production of potential sponsorships for future events and campaigns.

MIAMI SWIM WEEK PRODUCER RESORT COLLECTION/ACCOUNT MANAGER 2016-2019 STYLE THE RUNWAY 2018, 2019

- **BACKSTAGE ASSISTANT:**
- **FASHION WEEK BEAUTY COORDINATOR** Coordinates and assembles beauty team for Miami Fashion Week months in advance.
- **SPONORSHIP ACQUISITION:** Advising Production of potential sponsorships for future events and campaigns.

FERNANDO ALBERTO: BRAND MANAGER MIAFW

STYLE THE RUNWAY 2018, 2019

- **MODEL ASSIGNMENT:** For Miami Fashion Week 2019 Resort Collection Show
- **SHOW PRODUCTION:** Musical selection, video management and show coordination,
- **CREATIVE:** Promoting the Season's coming looks in real time, gathering social media accounts and distributing to influencer marketing for maximum exposure.

COMMUNITY LEADER

- **MENTORS:** South Florida low-income children in the arts.
- **PRODUCES** Multimedia art shows for community center
- **EVENT PRODUCER** Night out event for entire neighborhood.
- **DANCE VIDEO:** West Palm Beach is Happy Music Video Production [featured on FOX]
- **MARKETING MATERIAL** Creates copy for digital, publishing means for community center.
- **DANCE TEACHER:** Choreographer and instructor to the youth for the arts.
- **FASHION SHOW PRODUCER:** Leads and mentors youth talent to independent wholesome artistic shows.
- **FUNDING MANAGEMENT:** Dedicated time and emails in financial efforts of community center and the program.