

AARON EREBHOLO

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PROFESSIONAL SUMMARY

A detail-oriented veteran and creative graduate from FIDM with years of experience in fast-paced work environments and start-up businesses.

EDUCATION

FIDM | Fashion Institute of Design and Merchandising

Associate of Arts in Merchandise Product Development

SKILLS

- Adobe Photoshop, Illustrator, InDesign, Premiere Pro
- Shopify, ApparelMagic, Google Analytics
- Figma, HTML, CSS,
- Microsoft Excel, Word, PowerPoint
- Organization and Prioritization

EXPERIENCE

BNTO

May 2025 - Present

Digital Marketing & E-commerce Specialist

- Managed end-to-end product setup and launched 150 - 300 SKUs weekly, achieving 100% accuracy by cross-referencing buy sheets, PDP data, and retailer resources.
- Coordinated and styled weekly eCommerce photoshoots, producing 100+ high-quality looks for use as site visuals and marketing assets.
- Collaborated with merchandising and marketing teams to develop social campaigns and brand events, driving a 5% increase in online engagement and an 18% rise in new user acquisition.
- Curated weekly unique product collections combining new and existing inventory, reducing site bounce rate by 10% and improving customer browsing experience.

High Sport

February 2023 - April 2025

Associate Manager, Development & Production

- Collaborated closely with the Creative Director ensuring seamless execution from concept to final product for a luxury womenswear start-up brand.
- Managed VIP client relations and strengthened partnerships with key retailers, facilitating daily communication and ensuring alignment throughout the production cycle.
- Oversaw e-commerce platform management by optimizing online sales channels, which improved site engagement.
- Managed tracking of all sample sets used for selling and photo shoots across the United States and Europe.

Freelancer - Studiobyszns

January 2023 - March 2025

Apparel Design & Marketing Consultant

- Oversee design development and project execution, ensuring high-quality results aligned with client specifications.
- Developed CAD designs for garments and textiles to support product development and production.
- Created detailed tech packs, coordinated fitting sessions, and streamlined communication with factories.
- Generated innovative growth strategies by creating ad campaigns utilizing TikTok and Facebook.