

Lily Khabie

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WORK & LEADERSHIP EXPERIENCE

Jake and Jones: Jake & Jones is a curated boutique known for its thoughtfully selected mix of emerging and established designers across both menswear and womenswear. The store carries contemporary and cult-favorite brands such as *Pleats Please, Simone*

Rocha, LEMAIRE, Lady White Co., Auralee, Sandy Liang, and B Sides.

Santa Barbara, California

Sales Associate

September 2025-June 2026

- Guided clients through curated designer assortments, providing personalized styling to match their preferences.
- Assisted with visual merchandising to highlight both established and emerging designers.
- Supported daily operations such as inventory coordination, customer inquiries, and point-of-sale activities.

ISAIA: ISAIA is a heritage-driven luxury menswear brand from Naples, Italy, renowned for its impeccable tailoring, bold style, and contemporary elegance.

Showroom Operations Intern

Manhattan, New York

June 2025- August 2025

- Conducted research on potential clients and initiated outreach to support sales development.
- Developed mood boards and contributed ideas to marketing campaigns to enhance brand storytelling.
- Created email and social media content to boost brand visibility and engagement.

ChicFindsForLife: ChicFindsForLife is a self-started Pinterest-based fashion affiliate marketing brand that curates trend-driven style finds for a growing online audience. *Amazon Affiliate Marketing Program*

Remote

Founder

August 2025 – Present

- Managed pinning cadence, SEO optimization, and affiliate partnerships to grow audience reach and engagement
- Built and scaled a content and affiliate marketing strategy from the ground up, growing the brand to over 100,000 monthly views in one year.
- Curated and published fashion content across Pinterest to drive traffic and affiliate conversions.

Power Digital: Power Digital is a data-driven digital marketing agency that helps businesses grow through tailored content, paid media, and social strategies. Client experiences include *LoveShackFancy, AV, Kate Somerville, Gorjana, Lays, Honest, and Casper.*

Organic Social Media Intern

San Diego, California

June 2024 - August 2024

- Assisted in creating and scheduling engaging content across various social media platforms.
- Conducted performance analysis of social campaigns using analytics tools
- Monitored various social media platforms to track engagement and mentions

Wendy Foster: For over 40 years, Wendy Foster has serviced the Montecito and Santa Barbara communities with current culture inspired by Paris, LA, New York & Asia. Brands include *White + Warren, Chan LUU & AMO*

Sales Associate

Santa Barbara, California

December 2023 – May 2024

- Responsible for store etiquette and service.
- Part of a team focused on achieving overall store goals.
- Individually compensated based upon individual sales goals.

Simon Showroom: For over 25 years, Simon Showroom has been responsible for bringing iconic fashion brands to market through boutiques and global retailers. Brands include *AMO, IRO, Citizens of Humanity, Seven for All Mankind,*

American Vintage

Manhattan, New York

Wholesale Showroom Intern

Fall 2023

- Supported showroom operations by organizing product displays.
- Ensuring a visually appealing and customer-inviting environment.
- Participated in team meetings to discuss future product road maps.

CourtAvenue: CourtAvenue is an award-winning digital transformation network that works with Fortune 500 companies to drive business innovation. Client experience include *Holly Hunt, General Mills, Epson and Kia.*

Organic Social Media Intern

Austin, Texas

June 2020 – August 2020

- Grew the Social Media Footprint for this fast-growing start-up.
- Created the strategic recommendations for implementing the long-term media program.
- Made weekly presentations of social media calendars to executives.

EDUCATION

University of California: Santa Barbara

Santa Barbara

Bachelor of Arts/Science in Economics and Sociology

2022 - 2026

- **Honors:** Dean's List (2022-2025)

University Carlos III of Madrid

Madrid, Spain

August - December 2024

