

Ariana Harjani

Media and Event Freelancer

New York, USA | [LinkedIn](#)

Event production and branding professional with expertise in luxury activations, PR, and media strategy. Currently building Flow&Friends' event portfolio while managing brand partnerships for high-impact experiences.

EXPERIENCE

Media and Event Freelancer Flow&Friends	Sep 2025 — Present <i>Hong Kong, SAR / New York, USA</i>
Own end-to-end production for 10+ monthly brand activations with luxury partners including Fortnum & Mason, Soho House, and Lululemon. Direct swag and gifting strategy from sourcing through fulfillment. Scaled Instagram from 0 to 6,000+ followers in under a year using Excel-based performance tracking to inform programming decisions.	
Branding and PR Intern OC Consulting	Jun 2025 — Aug 2025 <i>New York, USA</i>
Led market-expansion strategy for fine jewelry brand Peracas and closed a retail partnership with Scorpios Bodrum through cold outreach. Secured celebrity product placement for Sauer at the We Were Liars global premiere, managing vendor and stylist relationships to deliver earned media coverage.	
PR and Communications Intern Proenza Schouler	Feb 2025 — May 2025 <i>New York, USA</i>
Owned logistics and inventory for 100–200 runway and press samples using Launchmetrics, coordinating traffic across 10–20 vendor, editor, and stylist relationships. Built weekly Excel-based media-coverage reporting using formulas and pivot tables to quantify placement volume and trends across Vogue, WWD, and 15+ outlets.	
Brand and VIP Events Intern Slate PR LLC	Sep 2024 — Dec 2024 <i>New York, USA</i>
Owned end-to-end delivery of 50+ high-profile events over four months, including Glamour Women of the Year, WWD Honors, and the Tony Awards. Directed vendor and production partnerships with broadcast teams, coordinating shot lists, lighting, and scripting. Pitched journalists via Muck Rack and built Excel reporting on print, broadcast, radio, and social performance.	
Media Coordinator Intern Bellani's Ltd	Jun 2024 — Aug 2024 <i>Hong Kong, SAR</i>
Represented Bellani's at 3 major textile and garment trade fairs, staffing booths and generating leads through buyer engagement. Gained exposure to supplier and client negotiations covering pricing, MOQs, and lead times. Built the brand's Instagram and TikTok presence from scratch, turning trade show attendance into ongoing content.	

EDUCATION

Parsons School of Design & Eugene Lang College, The New School	Aug 2022 — May 2026
<i>Dual Degree: Bachelor of Fine Arts in Art History, Communications and PR & Bachelor of Arts in Culture and Media, Screen Studies</i>	
GPA: 3.9	

SKILLS

Event Production · Event Logistics · Trade Show Management · Activation Management · On-Site Execution · Vendor Management · Budget Ownership · Guest Experience · Sponsorship Coordination · Swag Management · Registration Management · Speaker Coordination · Excel · Pivot Tables · Media Coverage Analysis · KPI Tracking · Performance Tracking · Data Reporting · Trend Analysis · Brand Strategy · Media Relations · Press Relations · Social Media Strategy · Editorial Coverage · Launchmetrics · Muck Rack · Mailchimp · Adobe Creative Suite · Premiere Pro · Final Cut Pro · CapCut · WGSN · Stylus · English · Mandarin · Spanish
