

PARIS MENDONES

BUSINESS OF BEAUTY AND FRAGRANCE

CONTACT INFORMATION



+1 (619) 592 1496



parismendones@gmail.com



<https://www.linkedin.com/in/paris-mendones-507580329>



parismendones.com

EDUCATION

Savannah College of Art and Design

Major: B.F.A. The Business of Beauty & Fragrance

Minor: Business Management and Entrepreneurship

GPA: 4.0

Expected Date of Graduation: May 2027

SKILLS

- Brand Strategy & Market Analysis
- Consumer Research & Persona Development
- Product Development & Packaging Direction
- Competitive & Trend Research

CERTIFICATIONS

- Adobe Certified in Visual Design Using Adobe Photoshop
- SCADamp Certificate of Completion
- Excel Certified

ACHIEVEMENTS

Dean's List

2023, 2024, 2025, 2026

Academic Scholarships

2023 (Bowl4Life)

Athletic Achievements

- 2025-2026, NAIA Women's National Championship Runner-Up
- SSAC 2026 Women's Scholar-Athlete
- 2023, 2024, 2025 SSAC Conference Champions
- 2023-2024 Women's ITC National Championship 3rd place
- 2023-2024 NAIA Women's National Champion

PROFESSIONAL EXPERIENCE

Student-Athlete, Leadership Council

SCAD Women's Bowling Team | Aug 2023 – Present

- Compete at NAIA Division I level; helped earn three SSAC Conference Championships (2023–2025) and a 2026 NAIA National Runner-Up finish
- Selected to the 2025–2026 Leadership Council; represent teammates and coordinate team communications
- Mentor incoming freshmen through their transition into collegiate athletics
- Maintain a 4.0 GPA across a full competitive season

Youth Bowling Coach

Bossier City, LA | Jan 2022 – June 2023

- Coached youth bowlers on technique, form, and mental game to build skill and confidence
- Built individualized practice plans based on skill level and goals

ACADEMIC EXPERIENCE

L'Oréal New Product Spotlight- research and analyze innovative product launches showing the importance in design and product development

- Researched and critically analyzed a recently launched innovative product, evaluating its design, functionality, market relevance, and competitive positioning
- Applied trend analysis and strategic decision-making skills to assess the role of research and design in successful product development
- Delivered insights tailored to fashion marketing and product development, demonstrating critical thinking within the retail and consumer product landscape

RHODE skin UK Expansion Strategy- role of a global brand manager focused on entering a new market

PUBLICATIONS & MEDIA MENTIONS

<https://savannah.scadathletics.com/news/2026/3/21/no-4-womens-bowling-womens-bowling-finishes-as-runner-up-at-the-naia-national-championship.aspx>

<https://ssacsports.com/news/2026/2/21/scad-savannah-rolls-to-ssac-womens-bowling-championship.aspx>

<https://savannah.scadathletics.com/news/2026/2/8/womens-bowling-wins-naia-open-i-and-finishes-second-in-naia-open-ii.aspx>

<https://savannah.scadathletics.com/news/2025/11/23/general-bowling-competes-at-the-tier-i-collegiate-match-games.aspx>

- Developed 360-degree global market entry strategy for beauty and fragrance brand as a capstone project
- Integrated Brand DNA, local cultural adaptation, and consumer engagement into cohesive expansion plan
- Delivered an executive-level pitch simulating real-world stakeholder presentation

Emily McCarthy New Product Turnover-

Identified and developed a whitespace product opportunity for a Savannah-based boutique, creating a new revenue stream beyond its core fashion offering through brand extension into personal care.

- Developed two-product personal care line (Savannah Mist cleansing spray & Southern Silk hand cream) as a brand extension for Emily McCarthy boutique
- Created full go-to-market strategy including packaging, ingredients, consumer persona, testing, and cost-of-goods analysis
- Aligned luxury on-the-go self-care concept with brand's signature aesthetic to capture millennial and Gen X consumers