Gabriel Pereyra

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Portfolio: https://www.artoizstudio.com/

Summary: Creative strategist and producer with over five years of experience in business development, brand strategy, events, and creative production. Built and exited a vertically integrated apparel company, led a 12-person operations team, and produced runway shows and brand campaigns.

Experience

Electrix Vintage | Operations Manager | Brooklyn, NY | 2024 – Aug 2026

- Led a 12-person team across event production, retail operations, staffing, inventory, shipping, and logistics.
- Helped open the first permanent retail store (May 2026) and coordinated Northeast expansion through large-scale pop-ups and Fill A Bag activations.
- Produced three runway shows (up to 12 models, 8–10 person crew) and multiple Fashion Week campaigns.
- Managed the Red Bull sponsorship across events and NYFW programming; the collaboration was featured on the New York Red Bulls' Instagram.
- Supported a content team producing 200+ pieces monthly and helped produce a Cook & White brand commercial.

Skribble LLC | Founder & Project Manager | Exit 2025

- Grew a skate and surf-inspired clothing brand into a full-service production partner for emerging brands (design, sourcing, screen printing, embroidery, custom apparel), including the 2024 acquisition of a West Palm Beach screen printing facility.
- Managed client intake, vendors, creative direction, and manufacturing logistics.
- **Big Nasty Barbell Club:** built a 15-SKU, 1,000+ item apparel line, plus branding and a commerce funnel.
- **Royal Hawaiian Hemp**: project manager on a strategy engagement.

Moshpit Connected | Cofounder | 2021 – 2026

- Launched an apparel brand with $300 and a first run of 20 shirts that sold out on day one; placed in FIT's Style Shop and generated $10,000+ in two years.

Are We In Love Productions | Production Crew | 2025 - 2026

- Crew Director, *Little Women* (Off-Broadway, Next Step Theatre Festival);
- Production and Costume Assistant, *Newborn*;
- Production Assistant, *Apples for August* and *The Glitch*.

Independent Brand & Operations Consultant | 2024 – Present:
Thundery, Rachel Robinson LLC, Big Nasty Barbell Club

H&M SoHo Flagship | Part-Time Retail Associate | 2021 – 2026

Education

Fashion Institute of Technology:
BS Marketing (May 2026)
AAS Business Administration (May 2024).
VP, FIT Chess Club; Contributing Designer, Runway 27 and The Style Shop.

Skills: Event and production management, brand strategy, business development, team leadership, vendor and sponsor relations, apparel production, ecommerce, creative direction