

EDUCATION

Pace University, New York, New York
Bachelor of Arts, Communications (Minor: Marketing)

May 2014

RELEVANT COURSE WORK

*Communications
(Mass Media, Popular Culture, Writing for Electronic Media)
*Computer Information Systems
*Introduction to Marketing

* Interior Design
*Public Relations
*Media Planning and Buying
*Fundamentals of Advertising and Promotion

RELEVANT EXPERIENCE

Havaianas/Alpargatas New York, New York

June 2014-September 2014

Marketing/Merchandising Intern

- Managed entire inventory and helped with planograms for company tradeshow
- Designed store display planograms for retail instruction
- Researched top competitors for a competitive analysis and watched for industry trends
- Assisted with visual merchandising and organization of the showroom for sales and marketing meetings
- Managed the organization for retail websites, including images and sizing
- Created a system to manage sample trafficking for the marketing and sales teams
- Assisted with public relations responsibilities including gift incentives, pulling and shipping orders for press photo shoots and celebrity giftings

Bollare Communications New York, New York

January 2014-May 2014

Public Relations Fashion and Accessories Intern

- Pitched ideas and helped to plan, design and coordinate themed events for our clients
- Assist in creating tasteful gifts representing our clients to maintain relationships with various editors.
- Ensure all collections in the showroom are merchandised in an organized manor
- Coordinate sample loans using excel and mayvien systems to ensure that all inventory is efficiently managed
- Welcome editors at showroom Previews to create a friendly atmosphere and support the flow of the event

CLD PR New York, New York

April 2014

Public Relations Assistant (Ines Di Santo and Anne Barge Fashion Shows)

- Directed all media outlets, photographers, editors, and publications
- Assisted the guests with all social media coverage

J Rosen Showroom New York, New York.

Sept 2013-Dec 2013

Sales Intern

- Contacted buyers for new line sheets and catalogs, and entered orders into the Blast Ramp systems
- Assisted buyers with the selection process of our various collections
- Worked the AccessoriesTheShow trade show, helped with the visual merchandising and consulting with buyers at various booths
- Helped work and prepare for sample sales and all other PR events at the showroom
- Maintain upkeep and organization, helping with the overall flow of the showroom

Brown Harris Stevens Brooklyn, New York.

March 2013-May 2014

Receptionist

- Greet customers and direct them according to their needs.
- Answer phones and distribute mail
- Inform clients about real estate open houses and listings

Abercrombie Trumbull, Connecticut.

May 2012-Sept 2012

Sales Associate/ Inventory Management

- Maintained stockroom, dressing room, and merchandise flow including on-floor presentation
- Operated scanning, stockroom, and merchandising management systems
- Kept a friendly, consumer focused atmosphere as store greeter, cashier, and on-floor associate

SKILLS

Microsoft Word, Excel, PowerPoint, Outlook, QuickBooks, Blast Ramp, Mayvien, Social Media Outlets

