

## ALEX LONG SMITH

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### EDUCATION

**Fashion Institute of Technology**  
AAS, Fashion Design One Year Program

**December 2014**  
New York, NY

**Saint Mary's College of California**  
Bachelor of Arts, English Literature

**May 2006**  
Moraga, CA

### SKILLS

- MAC and PC proficient, Photoshop, Illustrator, Power Point, Excel, Web PDM
- Excellent knowledge of garment construction and sewing skills. Experience with industrial sewing, serger and cover stitch machines

### PROFESSIONAL EXPERIENCE

**MAURICE'S**  
DESIGN AND TREND INTERN

**JUNE-DECEMBER 2014**  
New York, NY

- Created new and ongoing trend reports for design team in Duluth, MN on fashion trends and NYC stores
- Assisted Design team with fit tests, samples and other design office duties
- Assisted SVP of Design and Trend with specific research projects
- Accompanied designers and merchants to market appointments as well as print shows

**LULULEMON ATHLETICA**  
EDUCATOR

**2013-2014**  
New York, NY

- Run Club Leader
- Responsible for finding fitness leaders in our community to lead our weekly run club designed for employees and customers
- Responsible for merchandising the store and windows weekly
- Responsible for educating team members on new fitness studios and teachers in our community with weekly "Sweat Schedule"

**SAKS FIFTH AVENUE**  
SALES ASSOCIATE

**2012-2013**  
New York, NY

- Consistently met and exceeded personal monthly sales goals (\$30,000-50,000)
- Michael Kors collection sales associate
- Worked with clients in all areas of the store

**NEIMAN MARCUS GROUP**  
MONCLER SPECIALIST, BERGDORF GOODMAN  
SALES ASSOCIATE, NEIMAN MARCUS

**2010-2012**  
New York, NY  
San Francisco, CA

- Consistently met vendor's monthly sales goals (\$50,000-100,000)
- Handled all Moncler customer complaints, issues and repairs on customer owned merchandise
- Assisted Bergdorf Goodman buyers at all buying appointments
- Reported boutique sales and product feedback to vendor
- Educated Bergdorf Goodman Sales Associates and customers on the brand and products
- Recipient of November 2010 Customer Service Star

**ROAR**

EXECUTIVE ASSISTANT

**2008-2009**

Beverly Hills, CA

- Assisted the founding Partner; Head of Music, Human Resources, Lifestyle and Licensing Departments
- Researched and identified possible endorsement and branding opportunities for clients
- Prepared expense reports and coordinated extensive travel
- Managed the partner's schedule and daily communication with clients and business partners

**NBC UNIVERSAL**

EXECUTIVE ASSISTANT, CORPORATE DIVERSITY

**2007-2008**

Universal City, CA

- Created and managed "Colour Assistants/Coordinators;" a networking group for minority assistants in the entertainment industry
- Created the "Hot Sheet" newsletter for NBCU, exposing up and coming minority talent to NBCU executives
- Read scripts, provided coverage and reviewed directors' reels
- Coordinated Corporate Diversity's special events and networking mixers
- Responsible for tracking all incoming resumes and candidates' correspondence with VP
- Covered NBCU sponsored events for the Diversity Department's company newsletter

**CREATIVE ARTISTS AGENCY (CAA)**

ASSISTANT - MUSIC, MARKETING, VIDEO GAMES

**2006-2007**

Century City, CA

- Created and implemented the Urban Promoter Database for department use and reference
- Tracked all client contracts and payment schedules
- Assisted music agent with booking clients' national tours, personal appearances and performances
- Liaison between client representation and concert promoters
- Responsible for collecting and organizing ticket sales data in Excel
- Assisted in Video Games, Marketing and Urban Music Departments
- Researched data for use in agent pitches/ marketing campaigns
- Created PowerPoint presentations for pitches and client meetings