

CATHERINE MARTE

401 East 34th Street, Apt S-15h, New York, NY 10016
(718) 619-9228 cmarte04@gmail.com

EDUCATION

Syracuse University, Bachelor of Arts in English, Syracuse, NY, May 2006

EXPERIENCE

Fashion/Clothing Intern, Time Warner, *Teen People* magazine, New York, Summer 2006

Gathered clothing credit information specific to photo shoot for public relations purposes; checked in clothing and invoices according to excel sheet; organized clothing specific to theme.

Fashion/Accessories Intern, Time Warner STARS Program, *Teen People* magazine, New York, Summer 2005

Checked and filed merchandiser and showroom invoices; organized and assisted in the selection of all samples for photo shoots; assisted fashion editors and stylists on set; gathered accessories needed for features use; submitted ideas for editorial coverage; attended client calls with the market editor and fashion director; corresponded with clients and disseminated copies of the publication when needed; represented Teen People at various functions.

Publishing Intern, Black Spring Press and Dexter Haven Associates, London, Spring 2005

Researched venues for book launches and publicity events; wrote reviews for promotional purposes; edited books with a focus on content and grammar.

Contributing Writer, Syracuse Newspaper, *Speaker's Corner*, London, Spring 2005

Wrote reviews for our school paper about various student friendly outlets in London.

Marketing/Promotions Campus Consultant, *Sports Illustrated* magazine, Syracuse, NY, Fall 2004

Developed and initiated awareness of *Sports Illustrated* on Campus with the execution of promotional events; marketing campaigns, and various sponsorships ranging from Estee Lauder to General Motors Promotion.

Ad Sales Intern, Time Warner STARS program, *TIME for Kids* magazine, New York, NY, Summer 2004

Coordinated all aspects of magazine sweepstakes, including management and fulfilment; Prepared presentations for ad sales and marketing staff; maintained, distributed, and updated media kits for key clients and potential advertisers.

Marketing/Promotions Intern, Time Warner, *Teen People* magazine, New York, NY Winter 2003-2004

Participated in the creation of Teen People's Brag Book- multi-advertiser promotional listings book used by ad sales representatives to showcase advertisers' products as incorporated into the magazine's promotional events; researched prizes and designed itinerary for sweepstakes winners.

Marketing/Promotions Intern, Time Warner STARS program, *Teen People* magazine, New York, Summer 2003

Assisted in sweepstakes fulfilment, planning, execution and follow-up; competitive analysis- intensive research and editing project that included comparison and review of other teen magazines' summer promotional events; shipped merchandise used for sweepstakes and events; responsible for researching places to hold events, celebrity accommodation and products utilized for event and editorial purposes.

ADDITIONAL EXPERIENCE

Dresser/Stylist, Senior Fashion Show, Fashion Association of Design Students, Syracuse University, April 2006

Set up dressing area; collected garments and matched models to them; dressed and styled models by theme and designer; assisted with make-up and hair.

Administrative Assistant, Dean's Office, School of Engineering, Syracuse University, September 2005 - May 2006

Handle and update all department proprietary information; enhance and utilize extensive communication and service skills, and assimilate all administrative duties as needed.

Fashion Director of Public Relations and Marketing, Fashion's Conscious Club, Syracuse University, December 2005—May 2006

References Upon Request

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Conceived and executed all organization runway shows; researched and assisted designers with current and up and coming trends; liaison with designer's on set ideas and styling specific to our theme; helped plan community service events; ensure proper distribution of all information representing the organization; handle administrative tasks dealing with the organization's promotion—Brochures and fliers.

SKILLS

Proficient in Microsoft Excel, Microsoft Word and World Wide Web; strong interpersonal skills; strong time management skills; fluent in Spanish.

References Upon Request