

JULIA ROTSTEIN

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WORK EXPERIENCE

Express LLC, January 2012-Present

Public Relations Intern

- Create monthly press reports for the marketing team and senior executives.
- Maintain New York showroom and present current collections to fashion editors.
- Plan editor preview events for each season, along with the senior management team.
- Fulfill fashion editors' sample requests for magazine editorials and television segments.
- Plan runway show events and new-store launch events by researching vendors, caterers, décor, and props.

Gemvara Inc., June 2011-December 2011

Jewelry Merchandising Intern

- Analyzed existing product assortment to determine new product needs for the collection.
- Generated sales reports and reviewed sales trends in order to merchandise product categories.
- Created competitive shopping reports of leading retailers for senior merchandising team to accurately assess product needs.
- Worked with outside vendors and manufacturers in the selection of new designs and styles for the website.
- Managed the production process from initial design selection to final samples.
- Participated in procurement of gemstones for a special collection for the 2011 Primetime Emmy Awards.

Bindya New York, March 2011-June 2011

Sales and Marketing Assistant

- Generated inventory reports of in-house merchandise for merchandising team.
- Developed and sent email-blasts for all media outlets and current clients.
- Responsible for updating the company's Facebook page with news and information about Bindya New York.
- Independently managed all sample sales in the New York showroom.
- Assisted account executive's communications with retail accounts on order fulfillment and product selection.

Lipton Publicity, November 2009-March 2011

Publicity Assistant/Social Media Specialist

- Responsible for contacting fashion and beauty editors, news media, and talk shows, in order to pitch client's products.
- Created and maintained a monthly database of client's product placements.
- Researched social media websites to find new placement opportunities for client product reviews.
- Consulted with clients to review their product portfolio and determine key items to pitch to the media.

Anthropologie, February 2008-February 2010

Sales Associate

- Worked on the apparel team maintaining the sales floor and assisting customers in styling and selecting product.
- Managed activities at the register including purchasing, returns and exchanges while enforcing store policies.

Astrostyle/Mediarology, September 2006-June 2007

High School Internship

- Created the "How Do I Wear It?" section on Astrostyle.com and developed new content weekly.
- Sourced photographs and images to be included on Astrostyle.com.
- Accompanied owners on shopping expeditions in preparation for meetings with various media outlets.

EDUCATION

- **Fashion Institute of Technology**, New York, NY (2012) Bachelor of Science, Fashion Merchandising Management
- **New York City Lab High School**, New York, NY (2008)
- **Landmark Education**, New York, NY (2008) Educational courses in interpersonal communication.

