

Kayla M. Panchik

41-23 29th Street Apt 3F Long Island City, NY 11101 724.840.2990 kaylampanchik@gmail.com

EDUCATION

Indiana University of Pennsylvania; Indiana, PA (Graduated: August 2012)

- GPA: 3.12
- Bachelors of Science Degree in Marketing and Fashion Merchandising
- *Fashion Association (August 2008-May 2012)*
- *Habitat for Humanity (August 2008-May 2012)*

EXPERIENCE

BFB; New York, NY (January 2012-Present)

- *Marketing Intern*
- Assist with marketing for new designers, establishing relationships with buyers, using our platform to help buyers scout brands and trends, process purchase orders

Bloomingdale's; New York, NY (October 2012-December 2012)

- *Personal Shopper Assistant*
- Assist and consult clients on the latest trends, select merchandise for clients, coordinate everything from alterations to gift wrapping for client's merchandise

Public House; Manhattan, NY (September 2012-October 2012)

- *Promotional Assistant*
- Update social media daily, establish relationships with customers, assist with promotional events, marketing strategies

H.B. Culpepper's; Indiana, PA (May 2012-September 2012)

- *Bartender*
- Serve beverages, provide customer service, maintain register

Office of the Bursar; Indiana University of Pennsylvania (June 2008-May 2012)

- *Student Worker*
- Developed and maintained spreadsheets. Developed and processed mail merge files. Provided customer service

Maggie Norris Couture; New York, NY (June 2011-August 2011)

- *Intern*
- Assisted with marketing shirt line. Worked with styling high-end clients, assisted at photo shoots. Helped with various projects and errands, social media.

Cocokouture.com; Online Fashion Website (June 2008 – July 2010)

- *Guest Blogger*
- Worked with an editor to perfect my writing skills and publish articles. Meeting a weekly deadline for articles.

Walbeck Insurance; Homer City, PA (July 2007 - August 2008)

- *Secretary*
- Filing, copying, telephone receptionist, various office work as required

VOLUNTEER

- *St. Louis Church Volunteer*
- Volunteered to assist with fund raising and community assist programs.
- *American Red Cross Blood Drive*
- Assisted donors after donating blood at local blood drives.

APPLICATION SKILLS

- Proficient with Microsoft Office Excel, Word, PowerPoint, Social Media, Photoshop