**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 Astrosyle.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.