Kayla M. Panchik

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**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