

Charlotte Jones

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EDUCATION

Washington University in St. Louis, *St. Louis, MO*

2017

- B.A. Candidate, Dean's List
- Projected Major: American Culture Studies Concentrated in Visual, Material and Digital Cultures in the United States
- Projected Minors: Communication Design from WashU's Sam Fox School of Design

Castilleja School, *Palo Alto, CA*

Fall 2009 – 2013

Academy of Art, *San Francisco, CA*

Summer 2012

Fashion Merchandising, Acrylic Painting and Fashion Styling Courses

Central Saint Martins College of Art and Design, *London*

Summer 2011

Textile Design and Street Fashion Courses

EXPERIENCE

Brand Strategist Intern, *Traction*

June 2014 – August 2014

- Gathered research and drew insights for the CEO's Ad Age articles about Airbnb, Dollar Shave Club and Zipcar's disruptive model, mass/emerging affluent demographics, and thought leadership
- Curated four months worth of a client's twitter, Facebook and LinkedIn updates and used Google Analytics to fill out monthly reporting concerning user flow and interaction across client's website and social media accounts
- Analyzed and compared a client's competitors' websites and copy, highlighted areas of weakness and suggested areas for differentiation for CEO
- Distilled highlights from rebrand workshops into Keynote presentation and appendix for company's marketing executives
- Observed focus group interviews and contributed to team discussions concerning major takeaways

Research Assistant, *Stanford University*

June 2013 – August 2013

- Aided two PhD students to research stockholder resolutions and congressional hearings under the guidance of Dr. Sarah Soule

Fashion Board Member, *Nordstrom*

May 2010 – May 2012

- Met with Department heads to brainstorm forecasted trends for the teenage demographic and seasonal merchandise

EXTRACURRICULARS AND LEADERSHIP

Editor of Armour, WashU's Fashion Magazine, *WashU St Louis*

Winter 2014 – Present

- Create and assign concepts, and write articles for the magazine's quarterly material
- Style and oversee photo shoots and layout
- Created @armourmag Instagram. Received 200 followers within a week

Writer, Washington University Political Review, *WashU St. Louis*

Fall 2013 - Present

International Leadership Program, *WashU St. Louis*

Fall 2013 – Spring 2014

- One of twenty freshmen within WashU's selective program
- Host International Lunch Forums open to the WashU community to discuss current international issues

Student Liaison, Bourne Fabrication Lab, *Castilleja School*

Spring 2012 – Spring 2013

- Worked with director to train and help bring a designer's perspective to the lab
- Worked with 3D printer, Laser cutters, Vinyl cutter, and Plastic Vacuum Forming

HONORS AND AWARDS

- Congressional Bronze Medal (including Bronze, Silver and Gold Certificates), National Merit Commended Scholar, Girl Scouts: Bronze and Silver Awards

SKILLS

- Microsoft Office and Excel, Google Analytics, Social Media Platforms, WordPress, InDesign, Photoshop
Con conversationally proficient in Spanish: Six years of educational Spanish including two AP