

Heather Lees

Fashion Marketing Intern - Paula Hian Designs

Wynnewood, PA - Email me on Indeed: [indeed.com/r/Heather-Lees/9fb9b1ffe16fae7d](https://www.indeed.com/r/Heather-Lees/9fb9b1ffe16fae7d)

Results oriented food marketing senior with strong leadership skills and extensive experience in fashion merchandising, event planning, and customer service; seeking position to further skillset in advertising and marketing within an organization that supports professional goals.

WORK EXPERIENCE

Fashion Marketing Intern

Paula Hian Designs - Philadelphia, PA - September 2014 to Present

Create and organize sales invoices for retail and personal clients throughout the Northeast region

- Plan and orchestrate product exhibition and charity events to promote brand awareness and positive brand image
- Maintain current inventory and complete supply orders from foreign and domestic firms

Live Nation, Bala Cynwyd, PA May 2015- Aug 2015

Premium Seat Sales Intern

- Supported on-site marketing events to increase awareness of Premium Seat Sales and create relationships with new and current clients.
- Effectively increase social media responsiveness by 100% creating awareness throughout our followers and friends.
- Created information filled, in-depth e-mails for every show throughout the summer by marketing and promoting all venues and shows.

Product Representative

Box Score Games LLC - Philadelphia, PA - October 2013 to January 2014

Developed iPhone application product awareness by educating customers about the intricacies and benefits of purchasing the package

- Successful product awareness of the iPhone application for football game attendees was well received by customers and led to 47% increase in sales
- Took initiative to speak with and educate more perspective customers than set forth by management which added to higher sales

Sales Associate

Carlino's Specialty Foods and Catering - Ardmore, PA - March 2009 to December 2012

Assisted in planning displays and promotions for new store located in West Chester, PA which was well received by current and new customers

- Efficiently coordinated and distributed catering orders to meet the demands in a fast pace environment leaving customers very satisfied with their orders
- Supported catering department by upselling products including fresh made to order meals to clients and businesses

Activities

Food Marketing Association

Student Volunteer at Lankenau Hospital

Skills Proficient in MS Excel, PowerPoint, Word, Mintel Databases, Exact Target, Quickbooks, Point of Sale

Willing to Relocate

EDUCATION

Bachelor of Science in Business Administration

Saint Joseph's University - Philadelphia, PA