

# Katie Miller

425-495-1216

Katherine\_Miller@fitnyc.edu

## EDUCATION

*Fashion Institute of Technology, State University of New York*  
Bachelors Degree, Advertising and Marketing Communications

5/2016

- Minor in French Studies, 2013
- Minor in English, in progress

## EXPERIENCE

*Recoop Spa, Bellevue, WA*  
Marketing Intern

7/2014-8/2014

- Develop and execute the spa window display
- Manage social media across Facebook, Twitter, and Instagram
- Partner with high profile, local bloggers
- Track marketing efforts via customer surveys
- Coordinate community marketing events
- Business to business marketing with local hotels and luxury apartments

*Theory, New York, NY*

2/2014- 5/2014

E-Commerce & Digital Marketing Intern

- Assist on set of product photo shoots for Theory.com
- Prepare web photography for website launch
- Track marketing emails and their sales results
- Write product copy for Theory.com
- Use Google Analytics to track marketing efforts and sales

*Doria Santlofer Freelance Stylist, New York, NY*

1/2013- 12/2013

Styling Intern

- Contact public relations firms for scheduling
- Manage sample pick-ups and returns from public relations showrooms
- Assist on set of magazine and advertising fashion photo shoots

*Nordstrom, Bellevue, Washington*

6/2009- 12/2013

Seasonal Cashier and Sales Associate

- Assist with customer needs and schedule customer appointments
- Meet daily sales goals
- POS system proficient
- Merchandise clothing and accessories
- Manage department social media

*Plush, New York, NY*

9/2012-12/2012

Advertising and Marketing Intern

- Create Google Adwords
- Manage tradeshow and sample sales
- Use Adobe Photoshop to create website photos for products

*Suiteshop, New York, NY*

9/2012-12/2012

Showroom Intern

- Organize and manage sample pick-ups and returns with clients
- Administrative tasks
- Research potential retail locations for the showroom's clothing lines

## SKILLS

- Proficient in PC and Mac, Microsoft Office Suite
- Basic skills in Adobe Photoshop and InDesign
- Working knowledge of French

## ACTIVITIES

- Study Abroad at the American University of Paris

9/2014-12/2014