Lily Bhote [LMB308@miami.edu](mailto:LMB308@miami.edu)

(847)370-2647

# *EXPERIENCE*

* **Madewell, Miami: retail associate**
  + November 2022 to present
  + Manage the floor, organize inventory, greet customers, resolve customer service issues
* **Ocean Drive Magazine, Miami: journalism & editorial intern­­­**
  + Work published: <https://oceandrive.com/blogs/tag/lily-bhote>
  + Aug. 2021-Dec. 2021 (Fall semester)
  + Pitched, researched, interviewed and wrote several articles per week focused on fashion, beauty and lifestyle
* **Capital Analytics, Miami** – **editorial assistant intern**
  + Jan. 2020-April 2020 (Spring semester)
  + Transcribed interviews, made phone calls to potential clients, proofread articles, organized contact lists, found potential advertisers and emailed clients.
* **Gage Marine, Lake Geneva – concierge, retail and social media assistant**
  + Worked for the marina’s customer service concierge and aided in the creation and publishing of their social media marketing campaigns
  + Assisted with their retail store stock and organization

# *EDUCATION*

# University of Miami, Coral Gables, FL

# Bachelor of Science in Communication, 2019-2023

# Major in journalism with minors in business marketing and Spanish

# *SKILLS SUMMARY*

* Extensive knowledge of Shopbop’s past collections, mission, and overall brand
* Knowledge of the elements of design, current seasonal trends
* Knowledge of branding a fashion company & its marketing mix
* Capable of conducting interviews and transcribing them
* Proficient with Microsoft Word, Excel and CMS platforms (i.e., WordPress, Morweb)
* Skilled with social media platforms such as Instagram, TikTok, LinkedIn & Pinterest
* Experience with feature writing across business and lifestyle platforms
* Proficient in AP style
* Strong researching skills (online, print, in person)
* Ability to write and communicate in Spanish

***VOLUNTEER EXPERIENCE***

* **Common Hope** – Service volunteer (2010 – Present)
  + Send letters to children, fundraise and send down essential supplies. Went on several mission trips to Antigua, Guatemala to help build houses, distribute food and visit educational centers
* **Best Buddies** – Activities assistant (2019-2020)
  + Helped the buddies with arts and crafts, ate lunch together and participated in various exercises.

***INTERESTS***

* Fashion, art, music, travel, reading, photography and tennis

***REFERENCES***

* Alexa Shabinksy – Ocean Drive digital content editor [ashabinsky@modernluxury.com](mailto:ashabinsky@modernluxury.com)
* Travis Sorrentino – Social media and pier manager travis.sorrentino@gagemarine.com
* Abby Melone – Vice president of Capital Analytics (available upon request)