

NICOLE MILLER

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EDUCATION

THE GEORGE WASHINGTON UNIVERSITY, School of Business
Bachelor of Business Administration, International Business and Marketing
Minor in Journalism and Mass Communication

Washington, DC
May 2021

SCIENCES PO
Study Abroad Exchange Program

Paris, France
August 2019- December 2019

SYRACUSE UNIVERSITY
Study Abroad Exchange Program

London, England
January 2020- May 2020

EXPERIENCE

MANNFOLK PR
Fashion & Beauty Public Relations Intern

Los Angeles, CA (Remote)
August 2020- December 2020

- Developed comprehensive and well researched media lists of at least 50+ contacts for various clients.
- Contributed to the social media planning and execution of several clients by scheduling posts and creating unique Instagram and Facebook content.
- Utilized online research tools such as Cision to compile market research and create monthly reports.
- Drafted and distributed pitches and press releases to key fashion magazine contacts and media outlets.

GUESS, INC.
Brand Partnerships Intern

Los Angeles, CA
June 2019- August 2019

- Participated in weekly meetings and collaborated with various departments in planning the two-day launch event for the new Guess Sport collection which attracted over 5,000 attendees.
- Performed administrative and clerical tasks requested by the Brand Partnerships Coordinator which included organizing the sample closet, maintaining contact lists, making copies, and shipping out product seeding packages.
- Worked directly with stylists to select the appropriate items for all photo shoots and assisted on set when needed.
- Utilized programs such as Excel and Enovia to keep track of sample set inventory, organize files, and curate monthly calendars.

ANTHROPOLOGIE AND CO.
Sales Associate

Washington, DC
September 2018- May 2019

- Assisted in the fitting rooms and made styling recommendations as to what clothing items would best suit the customer's desired image.
- Handled the register, as well as interacted with customers to effectively take care of cash, check, and credit card transactions.
- Demonstrated knowledge of store products and services to build sales and minimize returns.

SKILLS/ACTIVITIES

Technical: MS Office (Excel, PowerPoint, Word), Google Suite, Canva, Adobe Lightroom, Cision, Final Cut Pro
Languages: Spanish (professional working proficiency)

Member, GW Women in Business, GWU, 2018-Present
Member, Sigma Kappa Sorority, GWU, 2018-Present
Member, GW Fashion Business Association, GWU, 2018-Present

Interests include: Content Creation, Traveling, Foreign Languages, Yoga