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**EDUCATION**

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**Marist College, Poughkeepsie, NY**  May 2022

Bachelor of Arts in Communication, Double Concentration in Advertising and Public Relations, and Minor in Psychology

Master of Arts in Integrated Marketing Communication (GPA: 4.00) May 2023

**HONORS AND AWARDS**

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The National Society of Leadership and Success

Lambda Pi Eta (Communication Honor Society)

**EXPERIENCE**

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**Haddad Brands**

**New York, NY**

*Account Associate* August 2022- Present

o Manage top Fortune 500 brands via relationships with top U.S. Department stores (specifically Macy’s & Bloomingdales)

o Oversee the entire sales process, including showroom management, market preparation, and administrative support

o Communicate and support buyers daily

o Partner with Sales Operations regarding bulk order tracking, on-order log, order confirmations, and shipping/delivery updates

o Produce and present weekly retailer results (style selling, sales/stocks, etc.) for assigned accounts

o Coordinate and attend appointments to present seasonal decks to buyers

o Make recommendations to increase sales and profitability

**Marist Center of Social Media**

**Poughkeepsie, NY**

*Intern* August 2021- December 2021

o Created and planned content

o Acted as a liaison between the Center and different departments at Marist College

o Helped department faculty at Marist College improve their social media presence

o Worked with Poughkeepsie Public Library

**Marist Poll**

**Poughkeepsie, NY**

*Intern* June 2020-August 2020

o Conducted surveys remotely via phone

o Filled out the required information for each participant

**Brandy Melville**

**New York, NY**

*Sales Associate*  May 2019 – January 2020

o Operated cash registers

o Managed fitting rooms

o Greeted and engaged with customers

**SKILLS**

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o Microsoft Office (Word, PowerPoint, Excel)

o Google Drive (Docs, Slides, Sheets, Forms)

o PowerBi

o Data Management Tools (HBIS, ATS)

o Consumer Reports (MRI, PRIZM, eMarketer, Salesforce Social Studio)

o Social Media (Instagram, Snapchat, Facebook, Twitter, GroupMe)