

First A. Last

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EDUCATION

- Jefferson (Philadelphia University + Thomas Jefferson University)**, Philadelphia, PA
Bachelor of Science, Fashion Merchandising and Management May 2019
Cumulative GPA: 3.5, Major GPA: 3.8
Relevant Coursework: Managerial Accounting, Integrative Design Process, Advanced Statistics
- American Academy University, Paris France
Study Abroad Short Course Summer 2017
- Special Projects: Developed an integration, technologically based marketing campaign to sell women's accessories

EXPERIENCE

- Nicole Miller**, New York, New York June 2018 – Present
Marketing Intern
- Develop and deliver fashion product promotions, which includes clipping client coverage, monitoring social media, researching projects, drafting press release, and editorializing media blasts
 - Increased Instagram followers by 40% to 503 from 360 in 6 months
 - Managed and sent over 200 social media brand ambassador posts
 - Develop and edit product images using Photoshop, InDesign, and Illustrator
 - Collaborate with 15-person marketing team to brainstorm plans for future products and lines
- The Digital Voice (Jefferson Student Publication)**, Philadelphia, PA Jan. 2015 – Jun. 2017
Contributing Writer
- Assisted editor in copy management, article planning and layout for monthly publication
 - Write articles and reviews related to political commentary and political events
 - Help with distributing publication through online formats including social media exposure with over 250 views
 - Interviewed high profile campus personnel and donors for university relations articles

POSSIBLE SECTIONS: LEADERSHIP, VOLUNTEER, ACTIVITIES, PROJECTS, COLLABORATIONS

- Vice-President, Fashion Industry Association** Aug. 2017 – Present
- Organize pop-up shop for 50 vendor participants and over 200 items sold and \$2,500 proceeds donated to charity
 - Oversee operations of 60 member organization including membership recruitment and budget
 - Create new social media and online platforms to market events and fundraisers
- Jefferson Rams Women's Basketball, Division II Student-Athlete** Aug. 2015 – Present
- Selected Team Captain for 2018-2019
 - Awarded CACC Conference Freshmen of the Year 2016-2017
 - 2017-2018 NCAA National Tournament - East Regional Appearance

TECHNICAL & LANGUAGE SKILLS

- Adobe: Photoshop, Illustrator, InDesign; Microsoft: Word, Excel, PowerPoint, Outlook
- Social Media & Content Management: Instagram, Snapchat, LinkedIn, WordPress
- Advanced Spanish (speaking, reading, writing, comprehension)