

RELEVANT EXPERIENCE

DESIGN OPERATIONS, COORDINATOR

November 2021- November 2023

NEW ERA CAP

- ❖ Collaborate directly with the design team to create concepts, construct prototypes, and create comprehensive tech packs for program and custom initiatives.
- ❖ Communicate closely with the Merchandising team to expedite the development of sales assets, ensuring timely delivery.
- ❖ Demonstrate exceptional speed and precision in executing graphic deliverables for program and custom projects across various colorways.
- ❖ Assume the role of overseeing and mentoring our intern, delivering comprehensive training, and efficiently managing her tasks and progress.
- ❖ Successfully orchestrate the end-to-end management of multiple program and custom projects concurrently.

ADVERTISING & MARKETING INTERN

2019

FKQ ADVERTISING & MARKETING

- ❖ Researched market needs to formulate innovative marketing strategies tailored to meet client objectives.
- ❖ Collaborated with the creative team to conceive and develop compelling content, while meticulously designing print and digital ads.
- ❖ Engaged in client meetings to analyze social media analytics, strategize impactful approaches, and foster fruitful relationships with existing and prospective clients.

BUYING INTERN

2019

TONY WALKER & CO.

- ❖ Utilized Retail Pro to proficiently process order forms and returns, ensuring accurate inventory programming.
- ❖ Spearheaded the design of client gift bags and provided valuable support in the execution of charity events.
- ❖ Employed visual expertise to enhance the store's aesthetics and create an appealing and captivating environment.

SKILLS

ADOBE CREATIVE SUITE	GRAPHIC DESIGN
CREATIVE PROBLEM SOLVING	PLM
MICROSOFT OFFICE	CREATIVE MARKETING
TIME MANAGEMENT	FASHION DESIGN
MULTITASKING	ADAPTABILITY
PRINT & LAYOUT DESIGN	SOCIAL MEDIA MAVEN

EDUCATION

MARIST COLLEGE

Bachelor of Arts in Communication

Concentration: Advertising

Minors: Graphic Design

Fashion Merchandising