



EDUCATION

Savannah College of Art and Design (SCAD)

B.F.A. Fashion Marketing and Management
Fragrance Marketing and Management Minor
Magna Cum Laude – 3.85 GPA
2015-2019

SCAD Lacoste

Study Abroad – Lacoste, France
Fashion Marketing and Management Program
Summer 2017

PROFESSIONAL MEMBERSHIPS

Cosmetic Executive Women (CEW)

INDUSTRY SKILLS

Fragrance Product Development
Marketing Strategy Development
Branding
Market Research
Creative Direction
Visual Merchandising

WORK STYLE

Collaborator
Problem Solver
Effective Communicator
Leader
Detail Oriented

SOFTWARE SKILLS

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Premiere Pro
Microsoft Office Suite

PROFESSIONAL EXPERIENCE

Billy Reid – Sales Associate

June 2019 – Present
New York, NY
Created a new strategy for client tracking and outreach
Performed opening and closing duties
Implemented all visual merchandising and marketing initiatives

Michael Kors – Sales Associate

Oct 2018 – May 2019
Savannah, GA
Performed client outreach planning
Implemented visual merchandising
Assisted with stock and operations management

L'Oréal – Global Marketing Intern

June-Aug 2018
New York, NY
Developed a marketing strategy for two core products
Assisted with product development for new launches
Managed artwork approvals

CONSULTING PROJECTS

Mission Statement – Project Manager

Sept-Nov 2018
Developed a social media strategy and calendar
Created a library of content for social media platforms
Designed a user-friendly and customer focused web experience

Signet Jewelers – Marketing Consultant

Jan-Mar 2018
Designed a new line of jewelry for Zales: The Diamond Store
Created accompanying marketing and merchandising strategies
Designed a process book to document the project