

## CONTACT



## PROFILE

Design and business professional who possesses keen interest in the creative and practical sides of the professional world. Detail-oriented, resourceful, innovative, and strategic thinking individual who works and thrives well independently or as part of a team.

## EDUCATION

**Parsons School of Design**  
BBA I Strategic Design & Management  
Deans List, May 2015 Graduate

## SKILLS

> Adobe Suit: Photoshop, Illustrator, & InDesign  
> Tableau  
> Microsoft: Word, Excel, Power Point

## INTERESTS

- > Tennis
- > FoosBall
- > The Picture of Dorian Grey
- > The Death & Life of Great American Cities
- > A Thousand Splendid Suns by Khaled Hosseini
- >> Fighting against Black Violence
- >> Social Justice Movement

## EXPERIENCE

2016

*Sales Strategy/ Wholesale*  
**Moschino/ Jeremy Scott**  
New York, NY  
April - August

Reported directly to Sales Director for Moschino & Jeremy Scott North America, with daily exposure to the President of Aeffe.

- > Analyze sales strategy for brand, including e-commerce, social media outlets, client & brand relationships, and communication digitally.
- > Analyze current relationship management for boutiques and work to expand from most current number of clients and into more doors.
- > Assist in planning the retail and wholesale strategy for US & Italy & create an in-depth sales document outlining the monthly to year goals.
- > Draft and manage order placement, re orders, RTA's, and invoices.
- > Creating Sales presentations to wholesale accounts including Neiman Marcus and Bloomingdale's

*Community Manager/ Events Coordinator*  
**WeWork**  
New York, NY  
November - April

- >Booked and planned daily client tours of the facility
- >Set and met daily, weekly and monthly sales goals
- >Provided support to social media efforts
- >Created and distributed weekly newsletters and campaigns
- >Lead team building through brand partnerships in the form of events, happy hours, and focus groups
- >Used Zendesk to track members and keep communication

2015

*Administrative Assistant / Project Coordinator*  
**Milk Studios**  
New York, NY  
May - October

- > Administrative assistant to Mazdack Rassi, founder and head of Milk Studios
- > Created his daily schedule, booking meetings, flights, and coordinating with team to plan for presentations
- > Coordinated client projects to launch digital marketing campaigns
- > Participated in client meetings to define project objectives with head of strategy and Rassi
- > Assisted in facilitating communication throughout the development process, working with the internal team and external stakeholder to ensure organizational support

2014

*Marketing Strategist*  
**Tom Ford**  
New York, NY  
July - Dec

- > Reported to chief of marketing office
- > Participated in senior management meetings to develop product requirements
- > Developed detailed project schedules for team
- > Managed scheduling and budgeting Excel files for Production team's timely project completion