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[Portfolio](#) | [LinkedIn](#)

EDUCATION

2024 Syracuse University, Bachelor of Fine Art in Fashion Design
Fashion and Beauty Communications Milestone
2023 London College of Fashion, University of Arts London
Fashion Design and Styling, Study Abroad

EXPERIENCE

ZIPPED MAGAZINE *Editor-in-Chief & Creative Director* Jan 2022 to April 2024

- Lead Syracuse University's Premier fashion publication, including an executive board and 60-person staff to produce ZIPPED's [Fall 2023 "Movement"](#) and [Spring 2024 "teenAGE"](#) bi-annual themed print editions
- Created award-winning [Zippedmag.net](#) as a one-stop interactive space to browse all the current news in fashion with an experiential approach. Copy editing, content and web publishing, and metric management for web exclusive stories, video campaigns, in-person events, all past issues since the first-ever ZIPPED Spring 2014 edition
- Directed multiplatform digital storytelling strategies; created video campaigns, catalyzing and covering brand partnerships with experiential activations to drive a new medium of engagement and cause social disruptions which increased KPIs by 50% and readership by 76%

FASHION POLITIQUE *Executive Production Assistant* Dec 2022 to April 2024

- VIP Client booking, set, staff, and schedule management, post-production direction for editorial covers such as [Monica Bellucci for the March cover of Vogue Czechoslovakia shot by Paolo Roversi](#), and [Carmen Dell'Orefice for the April cover of Vogue Czechoslovakia shot by Albert Watson](#). Founded by [Anna La Germaine](#), whom I work directly under

PAPER MAGAZINE *Marketing, Strategy, Production, Fashion Intern* June 2022 to Dec 2022

- Elevated high-profile brands to curate strategy to represent and reach intended audiences
- Created pitch decks with KPIs and outcomes to show the efficiency of branding and campaigns
- Assisted fashion editor with research and interview transcriptions, wrote fashion stories published on [Papermag.com](#)
- Assisted production on campaign sets, such as [DKNY 2022 Holiday Campaign](#)

PURPLE PR *Fashion Press Relations Intern* May 2023 to July 2023

- Assisted account executive on [brands](#) including Marcolin (Moncler, Pucci, MaxMara, Guess), Monot, L'Agence, PrettyLittleThing, Scotch & Soda, and SRVC
- Monitored brand mentions and editorial credits to create clippings of press overview
- Maintained brand sample closets, RTVs, and press pulls

LAQUAN SMITH *Wholesale Intern* May 2023 to July 2023

- Finalized buy books, navigating ecommerce and merchandise flow for retailers including Nordstrom, FWRD, Bergdorf Goodman, Browns, Revolve, Saks, and increasing international retailers such as LuisaViaRoma X British Vogue Show
- Use of AIMS360 for merchandise flow, MailChimp for retail and press coverage of VIPs wearing LaQuan
- Styled celebs including Beyonce for tour, SZA, Khloe Kardashian, created gifting suites for Cannes Film Festival
- Implemented in-person activations to increase department sales and completed copywriting on [LaQuanSmith.com](#)

SYRACUSE UNIVERSITY *Design Research Assistant* Jan 2023 to May 2023

- Conducted interviews and sourced in-depth information on the evolution of designing for sex and gender equity

I HAVE THIS FRIEND *Content Strategist* June 2022 to Aug 2023

- Curate female-founded [social media](#) for a lifestyle talent agency start-up, using media and external marketing
- Working from the ground up to representing lifestyle aesthetics and marketing talent to solve consumer lifestyle needs

JERK MAGAZINE *Assistant Fashion Editor, Stylist, and Designer* Aug 2020 to May 2022

- Guided direction with a team of 8 using mood-boards and concepts for 3 sections in [magazine](#) twice a semester
- Worked efficiently on tight deadlines to scout models, book studios, and style shoots
- Utilized unconventional resources to design clothes, such as a burlap sack turned dress for an Upstate New York shoot

SKILLS

[Creative Cloud](#) (InDesign, Photoshop, Illustrator, Premiere Pro, After Effects), Keynote, Pages, [GSuite](#), [Microsoft Suite](#), Asana, Planoly, Trello, AIMS360, MailChimp, Cargo Website Building, editorial writing, sewing and serging machinery, jewelry making, pattern-making, technical flat design, CAD, fashion sketches, draping, graphic design, metal-smithing, photography, development of B&W film, painting

AWARDS

Association for Education in Journalism and Mass Communication, Best Designed Magazine, Zipped Magazine | Society for News Design, Best-Designed Student News Website, 3rd Place, ZIPPED Magazine | Society of Professional Journalists Mark of Excellence, finalist for Best Affiliated Website ZIPPED Magazine | 2019, 2020 Columbia Scholastic Press Association Silver Crown | 2022 Internship Funding Award, issued by Syracuse University