

PROFESSIONAL EXPERIENCE

PUBLIC RELATIONS INTERN

The Riviere Agency | New York, N.Y. | May 2018-August 2018

- Co-Wrote an online article about Miami Swim Week for Fashion Week Online by researching swim brands that will debut at the Hammock trade show
- Used Fashion Monitor, a fashion industry marketing platform and Cision, a public relations software, to update buyer and influencer contact lists that are used for promotional events
- Coordinated three Instagram posts for both the agency's Instagram and the Hammock Trade Show Instagram during Miami Swim Week 2018
- Created over 30 press clippings for Miami Swim Week's designer clients as the designer's were featured in various media outlets

FASHION WEEK ASSISTANT

The Riviere Agency | New York, N.Y. | September 2018

- Assisted the Public Relations team with administrative tasks at three of their New York Fashion Week Shows
- Organized and managed the media check-in table at the backstage entrance of the shows in order to distribute press credentials
- Escorted media representatives to proper locations to conduct backstage interviews before show time

EDITORIAL INTERN

Resident Magazine | Long Island City, N.Y. | June 2017- August 2017

- Contributed and assisted editors with three feature articles for the magazine's print and online publication
- Accompanied the directors of marketing with contacting potential advertisers to promote the June/July 2017 issue
- Promoted July and August cover stories by creating informative and appealing content for the publication's social media networks

UNIVERSITY EXPERIENCE

DIGITAL EDITORIAL DIRECTOR

Zipped Magazine | Syracuse, N.Y. | September 2018-December 2018

- Managed a team of 30 writers and editors to curate website content weekly
- Boosted website traffic to 1,200 unique visitors over the course of four months
- Assisted web designer and Editor in Chief with new website design and features.
- Ensured that website content was published in a timely fashion and properly formatted to AP style guidelines
- Coordinated with the Social Media Directors to properly promote website content on each platform to grow website traffic
- Promoted from an online writer in January 2017 where I previously wrote and submitted four articles for the Zipped website

FREELANCE WRITER

Jerk magazine | Syracuse, N.Y. | December 2017

- Wrote and researched one article for a feature-length article in the DiscoverSYR section
- The article was published to the magazine's website and featured in their Fall 2017 issue

ONLINE WRITER

College Fashionista | Remote | September 2016 - December 2016

- Produced monthly articles about campus fashion by researching and writing blog posts and accompanied each post with original photography
- Submitted work to an editor who published each post to the College Fashionista website

ADDITIONAL INFO

EDUCATION

Syracuse University S.I Newhouse School of Public Communications
B.A. Magazine (May 2020)
Minor in Information Management and Technology
Fashion and Beauty Communications Milestone
Dean's List

SKILLS

AP Style Writing, Excel, PowerPoint, Word, Adobe Creative Suite, Fashion Monitor, Cision MailChimp, Snapchat, Facebook, Instagram, Wordpress, Photography