

Amanda Lopez

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Education

<u>Degree</u>	<u>Year</u>	<u>University</u>	<u>Major</u>
B.S	2019	New York City College of Technology City University of New York	Business & Technology of Fashion
A.S	2016	New York City College of Technology City University of New York <i>Overall GPA: 3.4</i> Dean's Honor List	Fashion Marketing

Related Course Highlights

Visual Merchandising	Product Development
Textiles	Retailing
Marketing	Fashion Buying

Relevant Professional Experience

<i>Product Consultant</i>	<i>Sephora Inside JCPenney</i>	Nov 2018 - Present
	Engages clients to ensure sales, profits, and services Product application Utilize POS to assist clients	
<i>Assistant Manager</i>	<i>Perfumania</i>	Nov 2016 - Nov 2018
	Hires and trains store staff Ensures cash deposits are brought to the bank Maintain inventory control Generate and review daily sales reports Ensure visual standards are met and arrange displays	
<i>Keyholder</i>	<i>Sunglass Hut in Macy's</i>	Apr 2016 - Nov 2017
	Responsible for achieving individual goals Ensures store is stocked, displayed, and secured according to plan Opens and closes the store	

Sales Associate

Skechers

Oct 2015 – Apr 2016

Responsible for driving top line sales
Engage in product knowledge
Heavy amounts of stock functions: stock processing, filling and stocking floor racks and back-stock racks, in-store inventories, shifting bins and walls of product, etc.
Ensure visual standards are met and arrange displays

Honors/Activities

Member of National Society of Collegiate Scholars, Fall 2017

Member of International Business Organization, New York City College of Technology, 2015 - 2017

Internships

ELA, Social Media Marketing and Production // manage social media accounts, network with buyers, create purchase orders and invoices, assist with production and patternmaking. Spring Semester 2019

NYC Factory, Marketing team // assist with social media and created a website using Shopify. Spring Semester 2019

Social Media Skills/Technological Skills

Strategy planning

Create, curate, and manage published content to monitor and respond to users

Proficient in social media targeting and communication

Experienced in analyzing metrics, identifying trends, and optimizing performance

Professional Development

Volunteer for IMATS (International Makeup Trade Show) for New York Makeup Academy booth, New York, NY, April 12th, 2019

[NYFW] Model for Bello Belts Fall/Winter 2018 Showroom // New York Fashion Week, New York, NY, Blank Studio, February 6th, 2018

Makeup Artist for “I Love When” - Nao Yoshioka music video

<https://www.youtube.com/watch?v=WML8LalDjsU> September 2016

Experiential Learning

Attended “*The Body: Fashion and Physique*” at The Museum of FIT // 227 W 27th St, New York, NY 10001 on March 14th, 2018

Attended “*Manus x Machina: Fashion in an Age of Technology*” at The Metropolitan Museum of Art // 1000 5th Ave, New York, NY 10028 on June 16th, 2016

Attended “*NYFW Oxford Fashion Studio: New York Collections*” // New York Fashion Week, New York, NY, The High Line Hotel, September 12th, 2015

Attended “*China: Through the Looking Glass*” at The Metropolitan Museum of Art // 1000 5th Ave, New York, NY 10028 on June 12th, 2015

Attended “*Ralph Lauren: Fashioning a Lifestyle*” presented by Richard Shinto, Executive Sales at Ralph Lauren at 888 Madison Ave, on May 4th, 2015

Attended “*Faking It: Originals, Copies, and Counterfeits*” at The Museum of FIT // 227 W 27th St, New York, NY 10001 on March 16th, 2015
