This application is for the Digital Social Media Internship at Modern Brands Group Inc.

About the Role

Application deadline Posted date Seasonal role

June 30, 2023 October 14, 2022 (12/1/22 - 5/26/23)

Location Type

On Site

School Address: 300 Jay St, Brooklyn, NY 11201 Home Address: 32 Monroe St NY Ny

10002

Phone: 718 260 5500 Senior Anticipated Graduation: June 2024

Overall GPA: 3.034

Intended Internship Information

Company Name: Modern Brands Group Inc

CEO: Barry White

Location: 230 West 39th Street, New York City, New York 10018, United States.

About Modern Brands Group Inc

Employees Industry Headquarters

1-10 Fashion New York City

A full-service brand management firm, deeply rooted in today's Hip Hop/Streetwear Culture, the Modern Brands Group participates in the development of global market with SiTuVeux Denim and Doctrine Denim.

Our passion is to assess the thoughts and aspirations of today's taste making consumers, and shape them into lifestyle brands and products that have urgency, while delivering value to our consumers and margin to our retailers, Master Merchandisers, fluent in the science of analyzing trends and the art of directing them...

Online- https://sitveuxdenim.com

Modern Brands Group owns a brand and a second starting in October 2022. We have two warehouses (NJ and La). Our line was featured in Vogue (see below) and working towards a lower end/third line of denim

Vogue Article

https://www.vogue.com/article/gunna-met-gala-2022

Role Description

This internship position is only for credit and you must receive approval from your advisor to do the internship. You must be ready to submit and provide allotted hours of available to commit to this position.

We are looking for a fashion savvy, detail oriented junior or senior college student or recent graduate who is eager to learn and gain valuable experience in a small agency environment.

You must be able to provide your social media handles. This will show the company you are navigating through digital platforms.

- . Create, execute and schedule social content according to monthly editorial calendars.
- . Identify trends and conversations within your market for content creation opportunities.
- . Activate trending moments with quick turnarounds.
- . Capture and edit video content from local businesses
- . Source user generated content (UGC) to grow channels and engagement.
- . Ensure markets are leveraging social media best practices
- . Reports to Social Media Specialists, Community.

Requirements:

- . College student or recent graduate studying communications, public relations, marketing or any related field
- . Strong attention to detail
- . ability to work on Monday through Friday the allotted college hours required for credit
- . Familiarity with Social Media tools like Later, Cava and Inshot.
- . Experience with social media copywriting and asset coordination
- . You must be creative at heart with the ability to contribute to social media content.

NYCCT Student Copy Undergraduate Record

| randon Coreas 3792224 |
|--------------------------|
| |

| Birthdate: | 05/10 | | | Course | Description | | Earn | Grd |
|---------------------------------------------------------|---------------------------------------------------------|------------------|-------------------------|---------------------------------|---------------------------------|------------------------------------|------------------|--------------|
| Student Address: | 32 Monroe Street Apt B2 | | | AFR 1503 | Hip-Hop World | view | 3.00 | В |
| | New York, NY 10002-7789 | | | Req Designation: | Flexible C | ore - Creative Exp | pression | |
| Print Date: | 01/23/2023 | | | Contact Hours: | 3.00 | | | |
| | | | | Instructor: | Todd Craig | | | |
| | | | | BUF 2203 | Visual Merchane | dising | 3.00 | C+ |
| Other Institutions A | ttended: | | | Contact Hours: | 3.00 | | | |
| | | | | Course Attributes: | Writing In | | | |
| | | | | Instructor: | Devon Jac | | | _ |
| | | | | MKT 1210 | Marketing Resea | arch | 3.00 | B+ |
| | Beginning of Undergraduate Re | cord | | Contact Hours: | 3.00 | | | |
| 2018 Fall Term Business and Technology of Fashion Major | | | Instructor: PSY 1101 | John Dixor Introduction to F | | 3.00 | C+ | |
| | Effective 12/28/2018: Good Acaden | | | Req Designation: | | ore - Individual at | | C+ |
| Academic Standing | Effective 12/28/2018: Good Acaden | nic Standing | | Contact Hours: | 3.00 | ore - marviduar ar | iu society | |
| | | | | Instructor: | Nancy Jeu | dv | | |
| Course | Description | Earn | Grd | msuuctor. | Nancy Jeu | шу | | |
| BUF 1101 | Intro to the Fashion Industry | 3.00 | В | | | | Attempt | Earr |
| Contact Hours: | 3.00 | | | Term Gl | PA: 2.725 | Term Total: | 12.00 | 12.0 |
| Course Attributes: | Writing Intensive | | | | | | | |
| Instructor: | Kathryn Roberts | | | | | oring Term | | |
| BUS 1122 | Business Law | 3.00 | В- | | iness and Technolo | | | |
| Contact Hours: | 3.00 | | | Academic Standing | Effective 06/09/20 | 20: Good Academ | nic Standing | |
| Instructor: | Timothy Reinig | | | | | | | |
| ENG 1101 | English Composition I | 3.00 | В | Course | Description | | Earn | Grd |
| Req Designation: | Required Core - English Co | mposition | | ARTH 1204 | XX Century Dre | ss & Culture | 3.00 | B+ |
| Contact Hours: Instructor: | 4.00 | | | Req Designation: | Flexible C | ore - Creative Exp | oression | |
| MAT 1190 | Nigel Heath Quantitative Reasoning | 3.00 | C | Contact Hours: | 3.00 | - | | |
| Req Designation: | Required Core - Mathematic | | | Instructor: | Alexis Ror | nano | | |
| Contact Hours: | 3.00 | carceQuantitati | verceasoning | BUF 2246 | Textiles | | 3.00 | B+ |
| Course Attributes: | Mathematical and Quantitat | ive Reasoning | | Contact Hours: | 4.00 | | | |
| Instructor: | Lucie Mingla | ive recasoning | | Instructor: | Nazanin M | | | |
| mstructor. | Edele Willigia | | _ | BUS 2339 | Financial Manag | gement | 3.00 | Α |
| m a | D. 0.000 | Attempt | Earn | Contact Hours: | 4.00 | | | |
| Term G | PA: 2.675 Term Total: | 12.00 | 12.00 | Course Attributes: | Writing In | | | |
| | 2010 C' T | | | Instructor: ECON 1101 | Louis Ron- Macroeconomic | | 3.00 | D |
| Due | 2019 Spring Term siness and Technology of Fashion Ma | alan. | | Req Designation: | | s ore - US Experien | | _ |
| | Effective 06/05/2019: Good Acaden | | | Contact Hours: | 3.00 | ore - OS Experien | ce iii its Divei | sity |
| Academic Standing | Elicetive 00/03/2019. Good Acadel | inc Standing | | Course Attributes: | | on to Macroecono | mics | |
| | | | | Course runioutes. | | on to Macroecono | | |
| Course | Description | Earn | Grd | | | tbook Cost | | |
| BIO 1100 | Human Biology | 3.00 | C | Instructor: | Christie A | gioutanti | | |
| Req Designation: | Required Core - Life and Ph | nysical Science | es | | | | | |
| Contact Hours: | 3.00 | | | Term Gl | PA: 2.900 | Term Total: | Attempt 12.00 | Earı 12.0 |
| Instructor: | Debbie Priftakis | 2.00 | | Term G | PA: 2.900 | Term Total: | 12.00 | 12.0 |
| ENG 1121 | English Composition II | 3.00 | A | | 2020.1 | F-11 T | | , |
| Req Designation: Contact Hours: | Required Core - English Co 3.00 | mposition | | Dua | | Fall Term | io | |
| Instructor: | Sarah Paruolo | | | Academic Standing | iness and Technolo | | | |
| HIS 1101 | Hist West Civilization I | 3.00 | В | Academic Standing | Effective 12/24/20 | 20. Good Acaden | ne standing | |
| Req Designation: | Flexible Core - World Cultu | | | | | | | |
| Contact Hours: | 3.00 | nes & Giobai | issues | Course | <u>Description</u> | | <u>Earn</u> | Grd |
| Instructor: | Richard Hresko | | | BIO 1101 | Biology I | | 4.00 | C+ |
| MKT 1103 | Foundations of Marketing | 3.00 | B+ | Req Designation: | | Core - Life and Ph | ysical Science | S |
| Contact Hours: | 3.00 | 20 | _ | Contact Hours: | 6.00 | thook Cort | | |
| Instructor: | Roger Gonzalez | | | Course Attributes: | Abdallah N | tbook Cost | | |
| | | Attomet | Form | Instructor: | Abdallan F Intercultural Cor | | 3.00 | В |
| Term G | PA: 3.075 Term Total: | Attempt 12.00 | Earn 12.00 | COM 2402 Req Designation: | | nmunication ore - Individual ai | | ь |
| 1erm G | ra. 5.0/5 1erm 10tal: | 12.00 | 12.00 | Contact Hours: | 3.00 | ore - murvidual al | id Society | |
| | 2019 Fall Term | | | Course Attributes: | Writing In | tensive | | |
| Due | siness and Technology of Fashion Ma | aior | | Instructor: | | annell-Guida | | |
| | Effective 12/28/2019: Good Academ | | | HIS 3402ID | Topics: 1945-Pr | | 3.00 | В |
| June June 11 | , 2 | oamunig | | | 10p.co. 17-10-11 | | 5.00 | _ |

NYCCT Student Copy Undergraduate Record

| Course | lon Coreas 2224 Description | | Earn | Grd | | | | | |
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| Req Designation: | | ore - World Cultur | | | | | | | |
| Course Topic: | | nd the Global Cold | | | Course BUF 2255 | Description Merch Planning | e Duvina | Earn 3.00 | Grd B |
| Course Topic: | | nd the Global Cold | War | | Contact Hours: | 3.00 | & Buying | 3.00 | ь |
| Contact Hours: | 3.00 | | | | Instructor: | Robert Wo | ods | | |
| Course Attributes: Instructor: | Interdiscip | | | | BUF 2400 | Product Develop | | 3.00 | Α |
| Instructor: MKT 1214 | Kyle Cuor Advertising | dileone | 0.00 | D | Contact Hours: | 3.00 | | | |
| Contact Hours: | 3.00 | | 0.00 | Б | Instructor: | Devon Jack | | | |
| Instructor: | Laguan Dy | yce | | | HIS 1103 | The Modern Wor | | 3.00 | B+ |
| Repeated: | Exclude C | redit & GPA | | | Req Designation: Contact Hours: | 3.00 | ore - World Culture | es & Global I | Issues |
| | | | Attempt | Earn | Course Attributes: | | tbook Cost | | |
| Term GF | PA: 2.720 | Term Total: | 13.00 | 10.00 | Course Attributes. | Writing Int | | | |
| | | | | | Instructor: | Christophe | | | |
| | 2021 S | pring Term | | | MKT 2414 | Sales Manageme | | 3.00 | Α |
| | | ogy of Fashion Maj | | | Contact Hours: | 3.00 | | | |
| Academic Standing l | Effective 05/29/20 | 21: Good Academi | ic Standing | | Instructor: | Gilbert Mc | griff | | |
| Course | Description | | Earn | Grd | Term Honor: | Dean's I | List | | |
| ARTH 1103 | Intro to the Histo | orv of Art | 3.00 | | | | | Attempt | Ea |
| Req Designation: | | Core - World Cultur | | | Term Gl | PA: 3.575 | Term Total: | 12.00 | 12. |
| Contact Hours: | 3.00 | | | | | | | | |
| Course Attributes: | Writing In | | | | | | all Term | | |
| nstructor: | Martha Ha | | | | | iness and Technolog | | | |
| BUS 2341 | Financial Foreca 4.00 | asting | 3.00 | A | Academic Standing | Effective 01/02/202 | 23: Good Academi | c Standing | |
| Contact Hours: Instructor: | Anne Ziss | | | | | | | | |
| MKT 2327 | Entrepreneurshi | | 3.00 | B+ | Course | Description | | Earn | Gr |
| Contact Hours: | 3.00 | P | 5.00 | D . | BUF 3100 | Trend and Social | Media | 3.00 | Α |
| Instructor: | John Dello | Russo | | | Contact Hours: Course Attributes: | 3.00 Writing Int | | | |
| SBS 3201 | Gender, Dress a | and Society | 3.00 | B- | Instructor: | Robert Wo | | | |
| Contact Hours: | 3.00 | | | | CST 1101 | Comp Prog Prob | | 3.00 | В |
| Instructor: | Alyssa Ad | omaitis | | | Contact Hours: | 4.00 | | 2100 | - |
| Term GP | PA: 3.075 | Term Total: | Attempt 12.00 | Earn 12.00 | Course Attributes: Instructor: | ZERO Text Douglas M | | | |
| | | | | 12.00 | 111011111111 | Douglas III | 004) | Attempt | Ea |
| ъ. | | Fall Term | | | Term Gl | PA: 3.500 | Term Total: | 6.00 | 6.0 |
| Busi Academic Standing l | | ogy of Fashion Maj | | | | | | | |
| Academic Standing i | Effective 01/06/20 | 22: Good Academi | ic Standing | | | | ring Term | | |
| G | Description | | E | Cl | Bus | iness and Technolog | gy of Fashion Maj | or | |
| Course ACC 1101 | Description Principles of Ac | ecounting I | Earn 4.00 | <u>Grd</u> B | Course | Description | | Earn | Gro |
| | 6.00 | counting 1 | 4.00 | ь | BUF 3310 | Contemp Design | and Lux | 0.00 | |
| Contact Hours: | Rachel Ra | skin | | | | Markets | | | |
| | International Re | | 3.00 | B- | Contact Hours: | 3.00 Shahaad II | | | |
| Instructor: | | - | | | Instructor: BUF 4300 | Shahzad Ha Global Sreing & | | 0.00 | |
| Instructor: BUF 3300 Contact Hours: | 3.00 | | | _ | Contact Hours: | | Not IIuuc | 0.00 | |
| Instructor: BUF 3300 Contact Hours: Instructor: | Alyssa Ad | | | | | 5.00 | | | |
| Contact Hours: Instructor: BUF 3300 Contact Hours: Instructor: MKT 1214 | Alyssa Ad Advertising | | 3.00 | B+ | Course Attributes: | 3.00 Writing Int | ensive | | |
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NYCCT Student Copy Undergraduate Record

Name: Brandon Coreas Student ID: 23792224

| | | | Attempt | <u>Earn</u> |
|-------------------|-------|-----------------|---------|-------------|
| Cum GPA: | 3.034 | Cum Total: | 119.00 | 101.00 |
| Transfer Cum GPA: | 0.000 | Transfer Total: | 0.00 | 0.00 |
| Comb Cum GPA: | 3.034 | Comb Total: | 119.00 | 101.00 |

End of NYCCT Student Copy Undergraduate Record

CUNY Internship Agreement during Spring 2023

In signing this Agreement, I acknowledge that I understand that my participation in an in-person internship will involve risks and hazards not found in remote study at the College. In ordinary times, these risks can range from a) minor injuries and illness such as bruises, and strains, to b) major injuries and illness such as broken limbs, loss of sight, neck or back injuries, heart attacks, and concussions, to c) catastrophic injuries, including paralysis and death, and also include risks of damage to or theft of personal property, and risks involved in traveling to and within, and returning from, internship sites. I understand that COVID-19 presents unique health risks, especially to those with underlying conditions, and that there may be other risks not known or reasonably foreseeable. I have sought and obtained information and advice that I feel are necessary and appropriate.

I VOLUNTARILY ACCEPT AND ASSUME ALL OF THE RISKS IN PARTICIPATING IN THE INTERNSHIP and my participation in an internship with internship partner described below is voluntary.

| Internship Partner | | | | | |
|----------------------------|---|--|--|--|--|
| _Modern Brands Group Inc | | | | | |
| Student Name | | | | | |
| Brandon Coreas | | | | | |
| | _ | | | | |
| Student Signature and Date | | | | | |
| Brandon Coreas 01-23-2023 | | | | | |