

Brandon Coreas

CITYTECHID # 23792224

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

Name: **Brandon Coreas**
Student ID: 23792224

Birthdate: 05/10
Student Address: 32 Monroe Street Apt B2
New York, NY 10002-7789
Print Date: 01/23/2023

Other Institutions Attended:

----- **Beginning of Undergraduate Record** -----

2018 Fall Term

Business and Technology of Fashion Major

Academic Standing Effective 12/28/2018: Good Academic Standing

Course	Description	Earn	Grd
BUF 1101	Intro to the Fashion Industry	3.00	B
Contact Hours:	3.00		
Course Attributes:	Writing Intensive		
Instructor:	Kathryn Roberts		
BUS 1122	Business Law	3.00	B-
Contact Hours:	3.00		
Instructor:	Timothy Reinig		
ENG 1101	English Composition I	3.00	B
Req Designation:	Required Core - English Composition		
Contact Hours:	4.00		
Instructor:	Nigel Heath		
MAT 1190	Quantitative Reasoning	3.00	C
Req Designation:	Required Core - Mathematical&QuantitativeReasoning		
Contact Hours:	3.00		
Course Attributes:	Mathematical and Quantitative Reasoning		
Instructor:	Lucie Mingla		
		<u>Attempt</u>	<u>Earn</u>
Term GPA:	2.675	12.00	12.00

2019 Spring Term

Business and Technology of Fashion Major

Academic Standing Effective 06/05/2019: Good Academic Standing

Course	Description	Earn	Grd
BIO 1100	Human Biology	3.00	C
Req Designation:	Required Core - Life and Physical Sciences		
Contact Hours:	3.00		
Instructor:	Debbie Priftakis		
ENG 1121	English Composition II	3.00	A
Req Designation:	Required Core - English Composition		
Contact Hours:	3.00		
Instructor:	Sarah Paruolo		
HIS 1101	Hist West Civilization I	3.00	B
Req Designation:	Flexible Core - World Cultures & Global Issues		
Contact Hours:	3.00		
Instructor:	Richard Hresko		
MKT 1103	Foundations of Marketing	3.00	B+
Contact Hours:	3.00		
Instructor:	Roger Gonzalez		
		<u>Attempt</u>	<u>Earn</u>
Term GPA:	3.075	12.00	12.00

2019 Fall Term

Business and Technology of Fashion Major

Academic Standing Effective 12/28/2019: Good Academic Standing

Course	Description	Earn	Grd
AFR 1503	Hip-Hop Worldview	3.00	B
Req Designation:	Flexible Core - Creative Expression		
Contact Hours:	3.00		
Instructor:	Todd Craig		
BUF 2203	Visual Merchandising	3.00	C+
Contact Hours:	3.00		
Course Attributes:	Writing Intensive		
Instructor:	Devon Jackson		
MKT 1210	Marketing Research	3.00	B+
Contact Hours:	3.00		
Instructor:	John Dixon		
PSY 1101	Introduction to Psychology	3.00	C+
Req Designation:	Flexible Core - Individual and Society		
Contact Hours:	3.00		
Instructor:	Nancy Judy		

Term GPA: 2.725 Term Total: 12.00 12.00

2020 Spring Term

Business and Technology of Fashion Major

Academic Standing Effective 06/09/2020: Good Academic Standing

Course	Description	Earn	Grd
ARTH 1204	XX Century Dress & Culture	3.00	B+
Req Designation:	Flexible Core - Creative Expression		
Contact Hours:	3.00		
Instructor:	Alexis Romano		
BUF 2246	Textiles	3.00	B+
Contact Hours:	4.00		
Instructor:	Nazanin Munroe		
BUS 2339	Financial Management	3.00	A
Contact Hours:	4.00		
Course Attributes:	Writing Intensive		
Instructor:	Louis Rondinella		
ECON 1101	Macroeconomics	3.00	D
Req Designation:	Flexible Core - US Experience in its Diversity		
Contact Hours:	3.00		
Course Attributes:	Introduction to Macroeconomics Introduction to Macroeconomics ZERO Textbook Cost		
Instructor:	Christie Agioutanti		
		<u>Attempt</u>	<u>Earn</u>
Term GPA:	2.900	12.00	12.00

2020 Fall Term

Business and Technology of Fashion Major

Academic Standing Effective 12/24/2020: Good Academic Standing

Course	Description	Earn	Grd
BIO 1101	Biology I	4.00	C+
Req Designation:	Required Core - Life and Physical Sciences		
Contact Hours:	6.00		
Course Attributes:	ZERO Textbook Cost		
Instructor:	Abdallah Nihrane		
COM 2402	Intercultural Communication	3.00	B
Req Designation:	Flexible Core - Individual and Society		
Contact Hours:	3.00		
Course Attributes:	Writing Intensive		
Instructor:	Denise Scannell-Guida		
HIS 3402ID	Topics: 1945-Present	3.00	B

NYCCT Student Copy Undergraduate Record

Name: **Brandon Coreas**
 Student ID: **23792224**

Course	Description	Earn	Grd
Req Designation:	Flexible Core - World Cultures & Global Issues		
Course Topic:	The US and the Global Cold War		
Course Topic:	The US and the Global Cold War		
Contact Hours:	3.00		
Course Attributes:	Interdisciplinary		
Instructor:	Kyle Cuordileone		
MKT 1214	Advertising	0.00	D
Contact Hours:	3.00		
Instructor:	Laquan Dyce		
Repeated:	Exclude Credit & GPA		
		<u>Attempt</u>	<u>Earn</u>
Term GPA:	2.720	Term Total:	13.00 10.00

2021 Spring Term

Business and Technology of Fashion Major
 Academic Standing Effective 05/29/2021: Good Academic Standing

Course	Description	Earn	Grd
ARTH 1103	Intro to the History of Art	3.00	C+
Req Designation:	Flexible Core - World Cultures & Global Issues		
Contact Hours:	3.00		
Course Attributes:	Writing Intensive		
Instructor:	Martha Hagood		
BUS 2341	Financial Forecasting	3.00	A
Contact Hours:	4.00		
Instructor:	Anne Zissu		
MKT 2327	Entrepreneurship	3.00	B+
Contact Hours:	3.00		
Instructor:	John Dello Russo		
SBS 3201	Gender, Dress and Society	3.00	B-
Contact Hours:	3.00		
Instructor:	Alyssa Adomaitis		
		<u>Attempt</u>	<u>Earn</u>
Term GPA:	3.075	Term Total:	12.00 12.00

2021 Fall Term

Business and Technology of Fashion Major
 Academic Standing Effective 01/06/2022: Good Academic Standing

Course	Description	Earn	Grd
ACC 1101	Principles of Accounting I	4.00	B
Contact Hours:	6.00		
Instructor:	Rachel Raskin		
BUF 3300	International Retailing	3.00	B-
Contact Hours:	3.00		
Instructor:	Alyssa Adomaitis		
MKT 1214	Advertising	3.00	B+
Contact Hours:	3.00		
Instructor:	Reginald King		
Repeated:	Include Credit & GPA		
PSY 3407	Psy of Visual Perception	3.00	A
Req Designation:	Flexible Core - Scientific World		
Contact Hours:	3.00		
Course Attributes:	ZERO Textbook Cost		
Instructor:	Daniel Kerr		
		<u>Attempt</u>	<u>Earn</u>
Term GPA:	3.230	Term Total:	13.00 13.00

2022 Spring Term

Business and Technology of Fashion Major
 Academic Standing Effective 06/07/2022: Good Academic Standing

Course	Description	Earn	Grd
BUF 2255	Merch Planning & Buying	3.00	B
Contact Hours:	3.00		
Instructor:	Robert Woods		
BUF 2400	Product Development in Fashion	3.00	A
Contact Hours:	3.00		
Instructor:	Devon Jackson		
HIS 1103	The Modern World Since 1900	3.00	B+
Req Designation:	Flexible Core - World Cultures & Global Issues		
Contact Hours:	3.00		
Course Attributes:	ZERO Textbook Cost		
Instructor:	Writing Intensive		
MKT 2414	Sales Management	3.00	A
Contact Hours:	3.00		
Instructor:	Gilbert Mcgriff		

Term Honor: Dean's List

Term GPA: 3.575 Term Total: 12.00 12.00

2022 Fall Term

Business and Technology of Fashion Major
 Academic Standing Effective 01/02/2023: Good Academic Standing

Course	Description	Earn	Grd
BUF 3100	Trend and Social Media	3.00	A
Contact Hours:	3.00		
Course Attributes:	Writing Intensive		
Instructor:	Robert Woods		
CST 1101	Comp Prog Prob Solv	3.00	B
Contact Hours:	4.00		
Course Attributes:	ZERO Textbook Cost		
Instructor:	Douglas Moody		

Term GPA: 3.500 Term Total: 6.00 6.00

2023 Spring Term

Business and Technology of Fashion Major

Course	Description	Earn	Grd
BUF 3310	Contemp Design and Lux Markets	0.00	
Contact Hours:	3.00		
Instructor:	Shahzad Haider		
BUF 4300	Global Srcing & Intl Ret Trade	0.00	
Contact Hours:	3.00		
Course Attributes:	Writing Intensive		
Instructor:	Alyssa Adomaitis		
BUF 4700	Contemporary Issues In Fashion	0.00	
Contact Hours:	3.00		
Instructor:	Denise Sutton		
BUF 4900	Internship	0.00	
Contact Hours:	8.00		
Instructor:	Alyssa Adomaitis		
MKT 1102	Principles of Selling	0.00	
Contact Hours:	3.00		
Instructor:	Antony Selvadurai		

Term GPA: 0.000 Term Total: 15.00 0.00

Cumulative Totals

NYCCT Student Copy Undergraduate Record

Name: Brandon Coreas
Student ID: 23792224

		<u>Attempt</u>	<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

Unofficial Copy

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