

Jenniffer Quezada

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EDUCATION

NEW YORK CITY COLLEGE OF TECHNOLOGY (CITY UNIVERSITY OF NEW YORK)
Bachelor of Art in Business and Technology of Fashion

Brooklyn, NY
May 2020

Relevant Professional Experience

Digital Moda LLC.
CEO

West NY, NJ
Sep 2019-Present

Consulting upcoming brands, influencers, and companies with production.
Focusing on sublimation, embroidery and screen printing
Digitizing their designs and logos.
Source out wholesalers, fabrics, threads, and factories.
Ability to produce designs on to CAD files to the product developers.
Informed clients about upcoming trends to meet reach expectations

NYC Factory Inc.
Head of Marketing and Advertising

West NY, NJ
March 2017-2019

Managed all advertising, PR, marketing communications, social media, website content, campaigns and activities.
Increased website traffic and search engine by creating a new website and improved SEO.
Directed all interns by creating tasks based on their career paths and interests.
Created PR event for the TG3D Scanner that lets our customers measure using a 3D scanner, including guest speakers such as Manhattan borough president Gale Brewer.
Made all videos and campaigns on all platforms such as social media and website content.
Enhance marketing strategy within the Northeast Region

Assistant to Product Developer

Sept 2015–March 2017

Consulted and sourced fabric, threads, and cuts that wouldn't exceed the customer's budget given.
Assisted the pattern makers in creating patterns on CAD programs, cutting patterns, creating tech-packs, and samples.
Attended the United Nation GSS 2018 to discuss sustainability with American factories.
Worked on the MS-JP4 Dual machine a digital printer based on CAD designs to be printed on fabric or on to pattern paper, later having it heat transferred on to the Monti Antonio MOD. 852 machines.
Apart of the CFDA manufacturing award finalist in 2017.

Alex Evenings
Intern for the Sales Team

New York, NY
Sept 2014- June 2015

Worked with team on sales, photoshoots, and participated in activities assigned to retail stores.
Arranged showroom with the sales team based on season and designing team's desires.
Contributed with campaign photoshoots and models.
Organized orders for wholesalers based on the data given by the sales team.

Kay Unger
Intern for the Sales Team

New York, NY
Aug 2014- June 2015

Worked with representatives on sales, photoshoots, and participated in activities assigned to retail
Planned out the showroom before and after all client meetings.
Aided the sales team with trade shows such as Coterie.
Organized employee's clients for future buys
Unionized SKU orders for celebrity clients red carpet looks

Experiential Learning

Coterie (Javits Center) February 24th, 2015

CFDA Dinner (Classified location) December 18, 2016

A Detcher Fashion Show (Pier59 Studio) September 10, 2017

A Night at the Factory (251 W 39th St, 10th FL New York, NY 10018) NYC Factory Inc.
February 15, 2018

United Nation GSS 2018 to discuss Sustainability (United Nation, New York) June 4th, 2018

Conferences:

Americas Mart Atlanta: From Aug. 5th, 2019 – Aug. 9th 2019. 240 Peachtree Street NW, #2200, Atlanta, GA 30303-1327

Premier Vision 2017: January 17th, 2017- January 18, 2017. Pier 94 711 12th Ave New York, NY 10019

United Nation Global Solutions Summit: June 4th, 2018. United Nations Headquarters New York, NY 10017

Coterie New York: February 24th, 2015 Javits Center: 429 11th Ave, New York, NY 10001

Press Coverage

11 Native-Owned Fashion Brands You Should Support November 24th, 2018:

<https://www.teenvogue.com/gallery/native-owned-fashion-brands-to-support>

Civic Engagement

September 2011 – June 2015: New York Cares: Volunteer

July- August 2016: Volunteering in Guayaquil, Ecuador