

## KELLY VALLADARES

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**Objective:** Seeking a marketing position with an organization where demonstrated skills in marketing, administration, and sales can be used to increase profitability, and promote growth.

<b>Education:</b>	<b>Degree</b>	<b>Year</b>	<b>University</b>	<b>Major</b>
	B.S	<i>(Anticipated June, 2019)</i>	NYC College of Technology, City University of New York	Business and Technology of Fashion
			Major GPA 3.38	
	A.S	May, 2016	NYC College of Technology, City University of New York	Fashion Marketing
	High School Diploma	June, 2013	High School of Fashion Industries	Fashion Design

**Major Related Courses:** Fashion Illustration, Design Apparel Manufacturing, Principles of Selling, Marketing Research, Business Law, Public Speaking, Principles of Accounting, Advertising, Merchandising Planning & Control, Visual Merchandising

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**Work Experience:** **Victoria's Secret**, New York, NY  
**Sales and Support Generalist, July 2016 – Present**  
Perform multiple roles in the store to stimulate sales growth. (Includes cashiering, selling, processing, replenishing, and setting floorsets).

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**Internship Experience:** **THINK PR, Inc**, New York, NY  
**Intern, January 2019 – Present**  
Assist in crafting projects and marketing research. (Includes Cision research, creating media lists, clippings, learning the basis of pitching, Photoshop & assist with major PR events).  
**Archetype Showroom**, New York, NY  
**Intern, January – May 2016**  
Assisted the showroom with sales-related tasks. (Included maintaining brand stock in showroom, handling invoices and orders, and communicating with clients and buyers).

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**Networking For Industry Relations/ Experiential Learning:** Attended, “50 Years of The Museum at FIT” exhibit at the Fashion Institute of Technology Museum at 227 W 27<sup>th</sup> St, New York, NY 10001, on March 14<sup>th</sup>, 2019  
Attended, “Saturday Night Live: The Exhibition” at 417 5th Avenue, New York NY 10016, on April 21, 2016.

Attended, “*Fairy Tale Fashion*” exhibit at the Fashion Institute of Technology Museum, at 227 W 27th St, New York, NY 10001, on April 5, 2016.

Attended, “*China: Through the Looking Glass*” exhibit at the Metropolitan Museum of Art, at 1000 Fifth Avenue, New York, NY 10028, on June, 11, 2015.

Attended, “Global Fashion, Women and the Creative Industries: Reem Acra in Conversation with Valerie Steele”, CUNY Graduate Center, the Proshansky Auditorium at 365 Fifth Avenue, New York, NY 10016, on October 13, 2015.

Attended “Enjoy a Night Out with a Swarovski Stylist” at Rockefeller Center Boutique, New York, NY 10017, on May 6, 2015.

Attended, “*Ralph Lauren: Fashioning a Lifestyle*” Ralph Lauren Global Flagship Store at 867 Madison Avenue, New York, NY 10021, on April 22, 2015.

**Technological Skills:**

Basic knowledge of Photoshop, capable of using Cision database for research, qualified in using Microsoft Office Suite including Word, PowerPoint, and Excel

**Social Media Skills:**

Proficient in using social media platforms such as Twitter, Instagram, and LinkedIn

**Volunteer Experience:**

**Oxford Fashion Studio  
*Dresser***

Volunteered to be a dresser for New York collections at The Highline Hotel, at 180 10th Ave, New York, NY 10011, on September 12, 2015.

**Honors:**

**Dean’s List**

New York City College of Technology, Fall Semester, 2015.

**Languages:**

English (fluent), Spanish (fluent).