

Lissette Hughes

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ACADEMIC/PROFESSIONAL BACKGROUND:

<u>Degree</u>	<u>Year</u>	<u>University</u>	<u>Major</u>
B.S	2022	CUNY New York City College of Technology	Business & Technology of Fashion Module: Fashion Merchandising Administration
A.S	2019	CUNY Hostos Community College	Community Health

Professional licenses or certifications:

Certification in Sexual Harassment, Gender-Based Harassment and Sexual Violence Student Curriculum, 2022, New York City College of Technology

RELEVANT PROFESSIONAL EXPERIENCE:

Connections Consultant Associate Third Bridge 2022-present

- Researching industries in order to identify the most relevant individuals (C-level executives and practitioners working at the heart of their industries) to take part in conference calls, private meetings and roundtables on hot topics
- Encouraging these individuals to participate in discussions with our clients, while ensuring that their insights are relevant and their fees are within budget
- Developing relationships with existing Third Bridge industry contacts and build new ones with new identified experts
- Working on tight deadlines alongside other members of the Forum team

Store-Associate Stylist Foot Locker- North America 2021-2022

- Provides a dynamic service presence to each Flag ship store location
- Knowledgeable of store layout, current merchandise assortment and able to direct customers to the appropriate area
- Participate in the merchandising and operational requirements of the role

Marketing Intern Foot Locker – North America 2021-2022

- Assist with internal creative teams and external agencies on execution of all marketing campaigns across in-store retail, online, paid media, social media and public relations.
- Used merchandising guidance and requests to create the photoshoot concept.
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising the Social Media campaigns.

WORKSHOPS for Professional DEVELOPMENT

- Attended Opening Gateways: Open Digital Pedagogies for Student Success in STEM, CUNY City Tech, Zoom Link on Friday November 19th, 2021, 12pm-1:30pm, Guest Speaker Andrew Parker
- Nuts & Bolts of Mentoring: Tools & Strategies for Effective Mentoring Relationships, Wake Forest University Mentoring Resource Center, April 11th, 4pm-5pm, Guest Panel- Allison McWilliams, Lauren Beam, Meghan Hoyt

NETWORKING for Industry Relations/ EXPERIENTAIL Learning

- *Virgil Abloh "Figures of Speech"* Brooklyn Museum 200 Eastern Pkwy, Brooklyn, NY 11238 on July 1st, 2022

TECHNOLOGICAL SKILLS

- Adobe Software (Photoshop, InDesign, Illustrator)
- Salesforce
- Zoom
- Google Suite (Docs, Sheets, Slides, Forms)
- Content Management Systems
- Consumer Analytics
- Copywriting
- Microsoft Office (Word, Excel, Powerpoint)
- Engagement Metrics
- Ad Campaigns
- Contract Negotiation

LANGUAGES

- Intermediate speaking in Spanish