

LISETTE MELENDEZ

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EDUCATION

New York City College of Technology, City University of New York (CUNY)

B.S. Business and Technology of Fashion

Anticipated 2019

Major GPA – 3.2

PROFESSIONAL EXPERIENCE

Archetype Showroom

Public Relations/Wholesale Intern

Jan 2019 – Present

- Assist in press appointments and desksides with fashion editors and stylists.
- Assist in compiling press reports and tracking brand placement.
- Maintain and update contact databases.

Brandbacker

Marketing Intern

Oct 2018 – Dec 2018

- Drafted campaign copies to reach out to influencers.
- Revamped Brandbacker's account to increase social media presence on Instagram.

Jambu & Co.

Product Development Intern

Sept 2017 – May 2018

- Supported the product development team by researching current market trends.
- Organized development samples, materials, and additional office tasks.
- Supported the development team in the preparation of tech packages and cost-analysis spreadsheets using Microsoft Excel and Google Sheets.

Ruru Louise Media House

Public Relations/Social Media Intern

Jan 2017 – Apr 2017

- Helped develop and pitch ideas for campaigns and photoshoots for various clients.
- Curated social media content and scheduled posts via Hootsuite.
- Developed and distributed simple press releases that announced upcoming events for our clients via Mailchimp.

Lord & Taylor

Seasonal Sales Associate

Oct 2012 – Jan 2015

- Organized inventory to ensure proper placement in key sales areas.
- Assisted customers in clothing selection, pricing information, sizing, purchasing, and credit applications.

RELEVANT COURSES

Advertising, Brand Image Marketing, Entrepreneurship, Visual Merchandising, Textiles, Merchandise Planning and Buying, Gender, Dress, and Society, Product Development in the Fashion Industry, Trend Forecasting and Social Media.

CIVIC ENGAGEMENT

- Volunteers regularly with Rock & Rawhide, a nonprofit organization with a mission to increase adoptions and quality of life for dogs and cats in shelters.
- Annual participant in walks such as the Breast Cancer March and the AIDS walk.