**Miranda Hiralall**

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**Academic/Professional Education**

Degree Year University Major

Associates 2017 New York City College Fashion

Of Technology Marketing

Bachelor 2019 New York City College Business &

of Technology Technology of Fashion

**Major (BUF) GPA: 2.9**

**Professional License or Certification: Sexual Harassment**

**Relevant Professional Experience;**

*April 2017- Current*

***Party City Corp., Long Island City, NY*** *(Merchandise Specialist)*

* Maintains store shelves by observing displays of company products; removing damaged or freshness-dated products; tidying store shelves
* Improve inventory by restocking shelves with product from inventory; observing inventory levels; prompting store management to reorder when levels appear low;
* Coaching associates on the job as well as providing continuous learning and development skills
* Building relationships with in store decision makers such as department and store managers
* Recommended, selected and helped locate merchandise based on customer needs and desires.
* Communicated all merchandise needs or issues to appropriate manager.
* Organized store by returning all merchandise to its proper place and keeping floors clean.

## *September 2019- Current*

### ***Alzerina Jewelry, 225 East 95th Street New York, NY 10128*** *(Sales Intern)*

* Establish and maintain effective communication and working relationships with coworkers and management team.
* Spend time in the field observing and assisting with sales events and contacting leads generated by events
* Provide recommendations based on data to help us increase our sales performance
* Coordinates online marketing and advertising campaigns
* Work in major social media marketing platforms- Instagram, Twitter and Websites
* Analyze customer reach, current market conditions, and research asses competitor information

***Networking for Industry Relation Experiential Learning***

* Attended on October 3,2019 at 2:00pm, *Fashion in Art, Located at The Met Avenue- Tour Sign, Great Hall*
* Attended on October 10, 2019 at 6:00pm, *Film; Versailles '73: American Runway Revolution located at the Fashion Institute of Technology*
* Attended on October 16, 2019 at 6:00pm, *Technology and the Future of Fashion located at the Fashion Institute of Technology*
* Attended on November 17, 2019 at 10:00am, *Salon du Chocolat NY located at 655 West 34th StreetHall*
* Attended on November 20, 2019 at 11:00am, *Pierre Cardin: Future Fashion located at the Brooklyn Museum*

***Workshops for Professional Development***

* Dining Etiquette Located in *Janet Lefler Dining Room* Namm-215 on Oct 29, 2019 at 11:15 AM
* Lunch With A Leader Located in *Janet Lefler Dining Room* Namm-215 on Nov 18, 2019 at 11:15 AM

***Volunteering work***

* Volunteer at Farm & Compost in the*Queens Botanical Garden* in April 2019
* Volunteer at *Astoria Animal Society*
* Participate in a non profit for helping homeless people (Coalition)

**List of References:**

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