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## **ACADEMIC BACKGROUND**

01/17 – Present **New York City College of Technology CUNY**, New York – *Obtaining* B.S. Degree in Business and Technology of Fashion

01/14 – 05/16 **New York City College of Technology CUNY**, New York – *Completed* A.A.S. Degree in Fashion Marketing

## **PROFESSIONAL LICENSES OR CERTIFICATIONS**

02/20 **New York City College of Technology CUNY**, New York – *Completed* Title IX Certification of Sexual Harassment, Gender-Based Harassment and Sexual Violence Student Curriculum

## **RELEVANT PROFESSIONAL EXPERIENCE**

08/19 – 04/20 **Sales & Support Generalist**, Victoria Secret's PINK Flagship

- Flex into multiple areas of the store including selling, cashiering, processing, replenishing and setting floorsets
- Use elevated selling to proactively engage with customers at a personalized level to service her effectively and create larger sales
- Maintain a focus on bras as the premier product differentiator to build loyalty and support of the “Best at Bras” culture

07/17 – 08/19 **Advanced Retail Professional**, Adidas

- Increased prospect conversion by using customer service skills to connect, engage and inspire
- Participated in fulfilling daily goals with stock, cashier and management
- teams through team “huddle” meetings
- Expedited shipping of customer online orders using Endless Aisle which added to the store's daily revenue

12/15 – 05/18 **Menswear Stock Associate**, Zara

- Monitored and scanned shop-floor and stock-room inventory to identify merchandise to be located or replenished using RFID technology
- Stocked shelves, racks, cases, bins, and tables with new or transferred merchandise
- Received, opened, unpacked and priced sales floor merchandise
- Assisted women's department with distributing online pick-ups

11/14 – 11/15 **Social Media Coordinator**, Bred Shop

- Monitor SEO, user engagement and suggested content optimization
- Developed, implemented and managed social media strategy
- Created original content for social media posts and interacted with customers to create a strong network

- Collaborated with Buying and Marketing teams

11/14 – 11/15 **Retail Supervisor**, Bred Shop

- Inserted UPC barcodes for products not included in the system
- Increased sales through clienteling
- Informed customers on upcoming lifestyle apparel and accessory brands
- Assisted with the grand opening and sponsor events

12/12– 11/15 **Retail Supervisor**, BX Sports

- Trained employees on operating soft wares, procedures, customer engagement and store displays for 3 out of 6 locations
- Communicated directly with General Store Manager and General Stockroom Manager
- Increased employee timespans through proper coaching and teamwork strategies

### COMPUTER & SOCIAL MEDIA SKILLS

- |                          |                 |
|--------------------------|-----------------|
| • Fashion Snoop Database | • Adobe Acrobat |
| • Type Speed: 75 WPM     | • Instagram     |
| • Microsoft Word         | • Twitter       |
| • Microsoft Outlook      | • Tumblr        |
| • Microsoft Excel        | • Pinterest     |
| • Microsoft PowerPoint   | • Facebook      |
| • Adobe Photoshop        | • Linked In     |
| • Adobe Illustrator      | • Snapchat      |

### WORKSHOPS FOR PROFESSIONAL DEVELOPMENT

Student, *Sneaker Essentials*, FIT x COMPLEX, Online Course, Bronx, NY, 10468, June 17, 2019

Attended, *The e-Portfolio Workshop*, CUNY New York City College of Technology, Room G604, 300 Jay Street, Brooklyn, NY 11201, March 23, 2017, 1:00PM

Student, *Streetwear: Mastered*, Virgil Abloh, Online Course, Bronx, NY, 10468, May 10, 2016

### NETWORKING FOR INDUSTRY RELATIONS/EXPERIENTIAL LEARNING

Critiqued, *International Palette: Multi-Sensory Experience*, Campesino Dominicano, 1987 University Avenue, Bronx, NY 0453, March 9, 2020 8:06PM

Attended, *Journey of a Designer Exhibition*, Absurd Conclave, 360 Jefferson Street, Brooklyn, NY 11237, April 13, 2018 6:00PM

Participating Designer, *Brooklyn Goes Global Fashion Show*, CUNY New York City College of Technology, 300 Jay Street, Brooklyn, NY 11201, May 13, 2016 7:00PM

Attended, *Fairy Tale Fashion*, Fashion Institute Technology (FIT) Museum, Seventh Avenue at 27<sup>th</sup> Street, New York, NY 10001, April 5, 2016 6:00PM

Attended, *SNL (Saturday Night Live) Exhibition*, 417 5<sup>th</sup> Avenue, New York, NY 10016, April 21, 2016 6:00PM

Attended, *Keynote: Global Fashion, Women, and the Creative Industries*. A Conversation with Designer Reem Acra and Valerie Steele, CUNY Graduate Center for the Fashion Symposium, 365 5<sup>th</sup> Avenue, New York, NY 10016, October 13, 2015 6:30PM

Attended, *A Conversation with: Coltrane Curtis*, Alley NYC, 500 7<sup>th</sup> Avenue 17<sup>th</sup> Fl., New York, NY, 10018, June 18, 2015 7:30PM

### CONFERENCES/TRADESHOWS

Press, *Agenda | Capsule | Liberty New York Tradeshows*, Pier 92/94, 711 12<sup>th</sup> Avenue, New York, NY 10019, January 24-26, 2017 9:00AM

Attended, *Entrepreneur Magazine's e360 Conference*, New York Hilton Midtown, 1335 Avenue of the Americas, New York, NY 10019, October 7, 2015 8:00AM

### LANGUAGES

- Fluent in: English
- Beginner Level: Spanish
- Learning: American Sign Language