

**Shana Cromwell Ramnarain:** *Intern* Lindsey Media.

BUF 4900: Internship.

Supervisor: Lexi Steinfeld

Email: [lexi@lindsey.media](mailto:lexi@lindsey.media)

Number: 917.645.2052

\*\*please *schedule a time* to call!

<b>Date</b>	<b>Time in</b>	<b>Time out</b>	<b>Total hours</b>	<b>Activities</b>
<i>1/24/23</i>	<i>10am</i>	<i>6pm</i>	<i>8 hours</i>	<ul style="list-style-type: none"><li>• Merchandised the brand Mia Vesper by color, fabric, and costume sets.</li><li>• Had a small introductory meeting, and discussed what we want from the internship.</li><li>• Packaged samples to go back to designer.</li></ul>
<i>1/30/23</i>	<i>10am</i>	<i>6pm</i>	<i>8 hours</i>	<ul style="list-style-type: none"><li>• Introduction to team by Henry and Lexi about market pictures and how to go about them. (publicist meeting)</li><li>• Finalized fashion week availability schedule.</li><li>• Updated last week's market pitches (brands: Keane, Mia Vesper)</li><li>• Assisted with Katy Perry gifting preparations. Put together bags and assembled shoes as well as thank you cards.</li><li>• Reorganized showroom and moved certain brands around for merchandising purposes.</li></ul>
<i>1/31/23</i>	<i>10am</i>	<i>6pm</i>	<i>8 hours</i>	<ul style="list-style-type: none"><li>• Completed market pitches for Allina Liu as well as Keane genderless jewelry.</li><li>• Packaged and shipped Katy Perry gifting. Created boxes, packaged merchandise put together letter card and attached shipping label.</li><li>• Completed marketing pitches for Allina Liu &amp; Tapley</li></ul>
<i>2/6/23</i>	<i>10am</i>	<i>6pm</i>	<i>8 hours</i>	<ul style="list-style-type: none"><li>• Completed placement watch list excel sheet for new brands.</li><li>• Continued working on market pitches (most of the day)</li></ul>

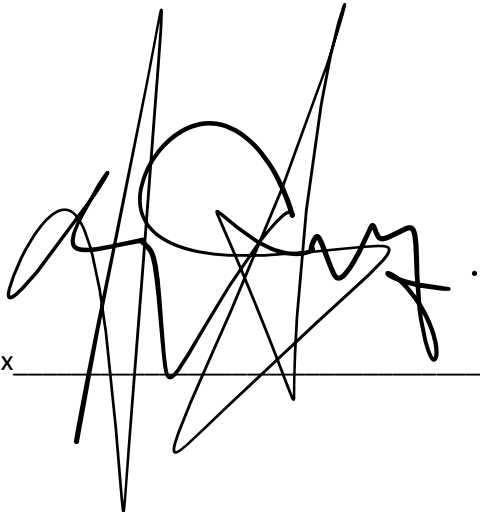
				<ul style="list-style-type: none"> <li>• Picked up a sample for Lexi and Drew: 92 Reade st.</li> <li>• Completed influencer list for Alina Liu. Open</li> </ul>
<i>2/7/23</i>	<i>10am</i>	<i>4pm</i>	<i>6 hours</i>	<ul style="list-style-type: none"> <li>• Met with team on spring street studios for fashion show.</li> <li>• Awaited instructions for signing in attendees.</li> <li>• Due to insufficient numbers of passes, we were not able to complete the show, but i still was able to participate in the beginning.</li> </ul>
<i>2/13/23</i>	<i>10am</i>	<i>6pm</i>	<i>8 hours</i>	<ul style="list-style-type: none"> <li>• Completed market pitch for Alina Liu &amp; started another.</li> <li>• Completed press search for <i>Zemo</i>. Search for social media coverage and profiles of their recent shows.</li> </ul>
<i>2/14/23</i>	<i>10am</i>	<i>4pm</i>	<i>6 hours</i>	<ul style="list-style-type: none"> <li>• Attended colin locascio fashion show at spring studios.</li> <li>• Directed and organized crowds of attendees for placement and seating with Henry and Janine (publicist &amp; coworker).</li> <li>• Inquired with each attendee about their passes and guided them to the correct line.</li> <li>• Check in attendees with guest list access.</li> <li>• Documented and watched the show.</li> </ul>
<i>2/20/23</i>	<i>10am</i>	<i>6pm</i>	<i>8 hours</i>	<ul style="list-style-type: none"> <li>• Packed away current merchandise from Rieke Nen, replaces display with new fall/winter collection.</li> <li>• displayed new katy perry items (with tiara)</li> <li>• Packaged jewelry and set up jewelry display.</li> </ul>
<i>2/21/23</i>	<i>10am</i>	<i>3pm</i>	<i>5 hours</i>	<ul style="list-style-type: none"> <li>• Re organize entirety of back-office space</li> <li>• Created a new organization system for miscellaneous items.</li> <li>• Organized by office supplies, branding equipment (i.e stickers, thank you cards, packing paper)</li> </ul>

				organized all types of packaging bags by order.
<i>2/27/23</i>	<i>10am</i>	<i>6pm</i>	<i>8 hours</i>	<ul style="list-style-type: none"> <li>• Merchandise all male collections for viewing.</li> <li>• Added influencers to Rabot gifting list.</li> <li>• Merchandised all Caroline Zimbalist jewelry by colorway, and size.</li> <li>• Contacted potential influencers for gifting partnerships.</li> </ul>
<i>2/28/23</i>	<i>10am</i>	<i>6pm</i>	<i>8 hours</i>	<ul style="list-style-type: none"> <li>• Analyze market research and social media placements for new brands.</li> <li>• Search for web pages and missing information for new brands on possible clientele list</li> <li>• Assisted Henry with marketing pitch editing.</li> </ul>
<i>3/7/23</i>	<i>10am</i>	<i>6pm</i>	<i>8 hours</i>	<ul style="list-style-type: none"> <li>• Completed marking pitches.</li> <li>• Inserted hyperlinks into social media influencer list excel sheet.</li> <li>• Added influencers to gifting list for Pattaphran jewelry.</li> <li>• Sent out mass Pattaphran template e-mail with coworker interns (Krystal).</li> <li>• Assistant with packing pickups for Madonna and her daughter, Lourdes.</li> <li>• Concierge with pick up stylist.</li> <li>• Packaged abstract pieces from Caroline Zimbalist appropriately, and carefully with bubble wrapping for fragile items.</li> </ul>
<i>3/10/23</i>	<i>10am</i>	<i>6pm</i>	<i>8 hours</i>	<ul style="list-style-type: none"> <li>• what the gifting items for Buffalo shoes</li> <li>• created gifting list for New Buffalo influencers</li> <li>• merchandise and sorted Buffalo shoes by size collar and pick up as well as drop off</li> <li>• liasoned with stylists picking up and dropping off.</li> </ul>

3/21/23	10am	6pm	8 hours	<ul style="list-style-type: none"> <li>• Created a document consisting of a list of upcoming events and celebrity appearances for Drew.</li> <li>• Send out mass follow up emails with morgan.</li> <li>• Organized, and merchandised all brands in the showroom as regular maintenance.</li> <li>• Discarded mismatched and old hangers, rehung merchandise with Lindsey media hangers.</li> <li>• Worked on inventory list.</li> </ul>
3/22/23	10am	6pm	8 hours	<ul style="list-style-type: none"> <li>• Walked from office on 333 Hudson st to (2) stylists studios to pick up and drop off pulls.</li> <li>• Assisted in picking up samples of buffalo shoes from the studio.</li> <li>• Helped organize displays in preparation for press day.</li> <li>• Packed away current merchandise from Rieke Nen, replaces display with new fall/winter collection.</li> <li>• displayed new katy perry items (with tiara)</li> <li>• Packaged and merchandised new brands as well as Michael Fatsuo, Allina Liu, and Rabot (current clients).</li> </ul>
3/27/23	remote	remote	remote	<ul style="list-style-type: none"> <li>• Remote – market pitches for spring.</li> </ul>

Total Hrs: 116

Date 3/28/23



Signature: Lexi Steinfeld x \_\_\_\_\_

•  
•