

Sheila Rodriguez
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(347) 671-3703

ACADEMIC/PROFESSIONAL BACKGROUND

| <u>Degree</u> | <u>Year</u> | <u>University</u> | <u>Major</u> |
|----------------------|--------------------|--|----------------------------------|
| B.S | 2022 | New York City College of Technology, City University of New York (CUNY) | Business & Technology of Fashion |

| <u>Degree</u> | <u>Year</u> | <u>University</u> | <u>Major</u> |
|----------------------|--------------------|---|----------------------------------|
| A.S | 2022 | New York City College of Technology City University of New York (CUNY) | Business & Technology of Fashion |

Professional licenses or certifications:

Certification of Sexual Harassment, Gender-Based Harassment and Sexual Violence Student Curriculum

Honors and awards:

| <u>Year</u> | <u>Award</u> |
|--------------------|--|
| 2022 | <i>Dean's List</i> at College of Professional Studies at New York City College of Technology, City University of New York (CUNY) |

Internships:

| Fashion Intern | Bibhu Mohapatra | March 2022-Present |
|-----------------------|------------------------|---------------------------|
|-----------------------|------------------------|---------------------------|

- Maintaining the order of the showroom and fashion closet
- Assisting with deliveries of garments for clients
- Assisting with day-to-day operations
- Organize garments for client appointments

| Social Media Intern | Flower Bomb Media | February 2022 – Present |
|----------------------------|--------------------------|--------------------------------|
|----------------------------|--------------------------|--------------------------------|

- Searching, reviewing, and selecting social media content that matches the brand aesthetic
- Preparing captions and stories to post on social media channels
- Boosting growth and engagement through follows, reposts, DMs.

Dresser at NYFW

The Hinton Group

2022

- Assisting in production backstage
- Organizing and preparing clothing for the runway
- Networking with editors, influencers and interns

PA at NYFW

The Riviere Agency

2022

- Locating and identifying seats for guests
- Organizing venue in preparation for the runway show
- Assisting in errands that needed to be done

Workshops for Professional Development

- Attended, “*Fashioning Brooklyn: Designing, Manufacturing, Selling and Recycling Apparel along Brooklyn Waterfront*” by Brooklyn Waterfront Research Center at New York City College of Technology, City University of New York (CUNY) at [https://us02web.zoom.us/j/81913563957?tk=OyBxkex1B7xYe2kipWDJh5_5kyMk5mlc4IfTTKzLpCM.DQMAAAATEm3LNRyXV3ZFQy14MVNOdTbpdUVKeS1yd2NRAAAAA&uuiid=WN_nLNwI5U_SPuMARF57k_dTg](https://us02web.zoom.us/j/81913563957?tk=OyBxkex1B7xYe2kipWDJh5_5kyMk5mlc4IfTTKzLpCM.DQMAAAATEm3LNRyXV3ZFQy14MVNOdTbpdUVKeS1yd2NRAAAAA&uuiid=WN_nLNwI5U_SPuMARF57k_dTg;); Webinar ID: 819-1356-3957; March 4, 2022 at 10am EST
- Attended, “*Ravishing: The Rose in Fashion*” Museum at Fashion Institute of Technology (FIT) at Online-YouTube Premieres on April 20, 2021, at 10am-12pm EST

Networking for Industry Relations/Experiential Learning

- “The Queen and The Crown” by The Brooklyn Museum at <https://www.thequeenandthecrown.com/>; March 25, 2021

Social Media & Technology

Technology

- Microsoft Office 365
- Slack for business communication
- Zoom for calls
- OpenLab

Social Media

- Instagram
- TikTok for content creation
- LinkedIn

Databases

Apps

- Fashion Snoops Database
- Planoly for planning and scheduling social media content
- Trello for work organization

Languages

- Affluent in speaking and writing English and Spanish