

Yessica He Wu

Elmhurst, New York 11373 | 786-302-3639
[https://www.linkedin.com/in/yessica-he/
Yesshw96@gmail.com](https://www.linkedin.com/in/yessica-he/Yesshw96@gmail.com)

ACADEMIC BACKGROUND

<u>Degree</u>	<u>Year</u>	<u>University</u>	<u>Major</u>
B.S	2023	The New York City College of Technology, City University of New York (CUNY). Module Emphasis: Global Fashion and Luxury	Business and Technology of Fashion
A.S	2021	The New York City College of Technology, City University of New York (CUNY).	Business and Technology of Fashion

Professional licenses or certifications:

CUNY Certification, Sexual Harassment, Gender-Based Harassment and Sexual Violence Student,
February 2023, New York City College of Technology, CUNY.

INSIDE LMVH Certificate, Specialization in Creating and Branding, Retail & Customer Experience,
December 2022, LVMH.

HONORS AND AWARDS

2020-2022 Dean's List maintained a GPA above a 3.5, Department of Business & Professional Studies,
City University of New York (CUNY).

WORK EXPERIENCE

Manager Assistant *My Pie Pizzeria Romana* *April 2022 – Present*
690 Lexington Ave, New York.

- Organize in keeping the store's system in order and functioning (GrubHub, Square, UberEats).
- Assisting the general manager in organizing, planning, and implementing a strategy.
- Evaluate that company guidelines are followed.
- Assisting in the making of the schedule.
- Answering calls and taking customer's phone calls orders.

Salesperson ***Lily & Lucy Custom Jewelry-accessories*** ***June 2019– September 2019***
694 Lexington Ave, New York.

- Execute purchases.
- Organize the store and put articles on shelf.
- Report and evaluate track of inventory.
- Use the register and closing it at night.

INTERNSHIP EXPERIENCE

Public Relations Coordinator ***PLITZS Fashion Marketing*** ***January 2023-Present***

- Organize press/Media lists.
- Execute together press packages press kit development and marketing.
- Managing Social Media accounts.
- Examined market mrand research and outreach brand research.

WORKSHOPS for PROFESSIONAL DEVELOPMENT

- Attended a class with a guest speaker. Shahzad Haider, an international luxury industry expert and an academic scholar with practical marketing experience of 22+ years. For 2022 Spring Term Contemporary Designers and Luxury Markets BUF 3310 E042 [38003] (NYC College of Technology) with Prof. Roger Gonzalez on March 21, 2022, at 6:00 PM.
- Attended a class with a guest speaker. Veronica Manlow, she is a co-author and co-editor, and wrote one of the closing chapters (Ch. 47), The Future of Luxury Fashion: Insights from Industry Experts. For 2022 Spring Term Contemporary Designers and Luxury Markets BUF 3310 E042 [38003] (NYC College of Technology) with Prof. Roger Gonzalez on April 04, 2022, at 6:00 PM.
- Attended a class with a guest speaker. Susy Sanchez a Hair Color Research Chemist at family-owned company Joseph. H. Lowenstein & Sons (JHL) in Brooklyn. For 2022 Spring Term Contemporary Issues in the Fashion Industry BUF 4700 OL68 [62507] (NYC College of Technology) with Prof. Denise Sutton on May 4, 2022, at 6:00 PM.
- Attended a virtual seminar "Career Q&A" conducted over Zoom by the Professional Development Center of New York City College of Technology. With Nelly Lliguichushca, a career advisor, as the speaker on March 23, 2023, at 3:00 PM.
- Attended a virtual seminar "Career Planning Workshop 101" conducted over Zoom by the Professional Development Center of New York City College of Technology. With Christopher Millington, a career advisor, as the speaker on March 07, 2023, at 3:00 PM.

EXPERIENTIAL LEARNING

- “Paris, Capital of Fashion” Museum at Fashion Institute of Technology (FIT) at Seventh Avenue at 27th Street, New York, NY10001 for 2019 Fall Term Textiles BUF 2246 (NYC College of Technology) with Prof. Nazanin Munroe on December 09, 2019.
Applied a detailed analysis of one or two works on exhibition at the museum and the experience of the museum environment itself.
- Brooklyn Museum at 200 Eastern Pkwy, Brooklyn, NY 11238 for 2022 Fall Term The History of Graphic Design ARTH 3311 OL29 [20252] (NYC College of Technology) with Prof. Dara Kiese on October 10, 2022.
Applied a detailed analysis of one or two works on display at the museum and the experience of the museum environment itself.
- “Never Alone: Video Games and Other Interactive Design” at Museum of Modern Art (MoMA) at 11 West 53 Street, Manhattan for 2022 Fall Term The History of Graphic Design ARTH 3311 OL29 [20252] (NYC College of Technology) with Prof. Dara Kiese on December 12, 2022.
Applied communications design relations to a single object that it is exhibited in the museum.
- “Fresh, Fly, and Fabulous: Fifty Years of Hip Hop Style” at Museum at Fashion Institute of Technology (FIT) at Seventh Avenue at 27th Street, New York, NY10001 for 2023 Spring Term Internship BUF 4900 (NYC College of Technology) with Prof. Alyssa Adomaitis on March 30, 2023.
Applied a detailed analysis of the color and the use of it during the era of one or two works on exhibition at the museum and the experience of the museum environment itself.

SOCIAL MEDIA

Facebook, Instagram, TikTok.

COMPUTING DATABASES

Microsoft PowerPoint, Microsoft Excel, Microsoft Word.

LANGUAGES

Fluent in reading, writing, and speaking Spanish.

VOLUNTEERISM

Volunteer - Fashion 4 Development Banquet

September 2022

- Checking in guests.
- Assisting with information for guests and directing them.
- Handing out goodies’ bags for the guests.

Volunteer - Fashion 4 Development Film Series @ MOMA

September 2022

- Checking in guests.
- Assisting with information for guests and directing them.
- Hand out flyers and schedule to guests.

- Assisting with the organization and preparation of the event.