

Yessica He Wu  
 BUF 4900 *Internship*  
 Supervisor: Wayne Shields  
 Title: CEO of PLITZS Fashion Marketing  
 Contact: 347-776-4485 or 646-257-4207

<b>Date</b>	<b>Time In/Time out</b>	<b>Total Hours</b>	<b>Activities</b>
01/03/23	10:00 PM – 11:30 PM	1.5 Hours	Weekly meeting with the team, welcoming to the team, introduced to the team. We discussed the agenda and projects updates. Projects assignments.
01/04/23	3:00 PM – 4:30 PM	1.5 Hours	Meeting with a colleague, training about the company's projects, how to use Runway, spreadsheets.
01/05/23	12:00 PM – 3:00 PM	3 Hours	Research and gather information and data about fashion schools and film schools within New York City, New York, New Jersey.
01/07/23	11:30AM – 2:30 PM / 3:30 PM – 5:00 PM	3.5 Hours	Models casting calls for kids and adults: inputting data on google form, assisting during the casting calls, spotlight models, co-hosting during the zoom virtual casting.
01/08/23	12:00 PM – 1:00 PM / 2:00 PM – 4:00 PM	3 Hours	VIRTUAL PRE-SHOW. Giving official show models instructions about the Fashion Week Show Day.
01/10/23	11:00 AM – 2:00 PM	3 Hours	Research of Fashion Schools, Film Schools for volunteering opportunity for the NYFW Show Day.
01/10/23	10:00 PM / 11:30 PM	1.5 Hours	Weekly meeting with the team members. We discussed the agenda and projects updates. Projects assignments.

01/11/23	12:00 PM – 2:00 PM	2 Hours	Calling make-up and hairstylists schools to offer them the opportunity to volunteer on the NYFW.
01/12/23	12:00 PM – 4:00 PM	4 Hours	Researching new fashion designers, gather their data and information (social media, websites, e-mails, phone numbers) to contact them.
01/14/13	11:00 AM – 5:00 PM	6 Hours	Contacting, messaging, emailing fashion designers. Offer them to showcase their designs in the NYFW February or September.
01/14/13	3:30 PM – 5:00 PM	1.5 Hours	Models casting calls for kids: inputting data on google form, assisting during the casting calls, spotlight models, co-hosting during the zoom virtual casting.
01/15/23	3:00 PM – 4:30 PM	2.5 Hours	Contacting through text messages and e-mails official show models to schedule a day for the interview.
01/16/23	1:00 PM – 4:00 PM / 4:00 PM – 8:00 PM	7 Hours	Research of Fashion Schools, Film Schools for volunteering opportunity for the NYFW Show Day. Notify official show models about the Fashion Show Seats Tickets, through text messages and emails.
01/17/23	10:00 PM – 11:30 PM	1.5 Hours	Weekly meeting with the team members. We discussed the agenda and projects updates. Projects assignments.
01/18/23	4:00 PM – 9:00 PM	5 hours	Interviews with official show models: interviews to gain information for Press Releases and Profiles Articles.

01/19/23	8:00 AM – 11:00 AM / 9:00 PM – 9:30 PM	3.5 Hours	Interviews with official show models: interviews to gain information for Press Releases and Profiles Articles.
01/19/23	12:00 PM – 2:00 PM	2 hours	Contacting make-up artists, fashion schools, make-up schools and offer them the opportunity to volunteer in the Fashion Show.
01/20/23	3:00 PM – 4:00 PM	1 Hour	Updating company's spreadsheets about new models, make-up artists and hairstylists, locating them in the correct category. Fix any mistakes.
01/21/23	11:30AM – 2:30 PM / 3:30 PM – 5:00 PM	3.5 Hours	Models casting calls for kids and adults: inputting data on google form, assisting during the casting calls, spotlight models, co-hosting during the zoom virtual casting.
01/22/23	10:30 AM – 11:30 AM	1 Hour	Interviews with official show models: interviews to gain information for Press Releases and Profiles Articles.
01/23/23	10:00 AM – 12:00 PM / 2:00 PM – 5 PM	5 Hours	Creation of Profiles Articles and Press Releases of official show models to be posted on Reddit/Discord.
01/22/23	11:00 AM – 2:00 PM / 3:00 PM – 6:00 PM	6 Hours	Creation of Profiles Articles and Press Releases of official show models to be posted on Reddit/Discord.
01/25/23	2:00 PM – 5:00 PM	3 Hours	Contacting/calling fashion schools, make-up schools to offer them the opportunity to volunteer in the NYFW.
01/25/23	10:00 PM – 11:30	1.5 Hours	Weekly meeting with the team

	PM		members. We discussed the agenda and projects updates. Projects assignments.
01/30/23	11:00 AM – 12:00 PM	1 Hour	Interviews with official show models: interviews to gain information for Press Releases and Profiles Articles.
01/31/23	10:00 PM – 11:00 PM	1 hour	Weekly meeting with the team members. We discussed the agenda and projects updates. Projects assignments.
02/01/23	8:00 PM – 10:30 PM	2.5 Hours	Virtual Zoom Meeting with Show Day Volunteers, Make-up Artists, Hairstylists and House Media Volunteers for the NYC Fashion Week Show Day. We discussed about the upcoming Fashion Week activities, rules, etc...
02/04/2023	9:00 AM – 11:00 AM	3 Hours	Virtual Zoom Meeting with fashion week official show models and fashion designers. Inputting data from the models into forms, taking notes about fashion designers.
02/04/2023	3:30 PM – 5:00 PM	1.5 Hours	Models casting calls for kids: inputting data on google form, assisting during the casting calls, spotlight models, co-hosting during the zoom virtual casting.
02/05/23	11:00 AM – 2:00 PM	3 Hours	Updating company's spreadsheets about new models, make-up artists and hairstylists, locating them in the correct category. Fix any mistakes.
02/05/23	5:00 PM – 7:00 PM	2 Hours	Contacting make-up artists and hairstylists about their attendance and confirmation for the Times Sq

02/09/23	2:30 PM – 4:00 PM	1.5 Hours	Notifying official show models about the zoom pre-check-in process. Notifying them by emails, text messages.
02/10/23	11:00 AM – 7:00 PM	8 Hours	Times Sq Photoshoot: recording the whole process, assisting with models and designers, organizing, and taking models to the photoshoot place.
02/10/23	9:00 PM – 11:00 PM	3 Hours	Putting and updating info of attendees for the NYFW Show Day, VIP Lists and Guests lists, general admissions.
02/11/23	11:00 AM – 11:00 PM	12 Hours	New York City Fashion Week Show Day: Checking-in models, assisting with the voting process, managing and assisting backstage managers, assisting models and fashion designers, etc..
02/17/23	11:00 AM – 12:00 PM	1 Hour	Input data on the forms about interviews.
02/17/23	3:00 PM – 6:00 PM	3 Hours	Creation of Profiles Articles and Press Releases of official show models to be posted on Reddit/Discord.
02/17/23	10:00 PM – 11:00 PM	1 Hour	Weekly meeting with the team members. We discussed the agenda and projects updates. We discussed how the Fashion Show Day went and address any issues.
02/18/23	12:00 PM – 1:30 PM	1.5 Hours	Models casting calls for adults: inputting data on google form, assisting during the casting calls, spotlight models, co-hosting during the zoom virtual casting.
02/23/23	10:00 PM – 11:00	1 Hour	Weekly meeting with the team

			Photoshoot, through emails and text.
02/06/23	10:30 AM- 11:00 AM	30 Minutes	Interviews with official show models: interviews to gain information for Press Releases and Profiles Articles.
02/06/23	12:00 PM – 4:00 PM	4 Hours	Send e-mails and text messages, contacting official show models about the request of videos submissions for the Virtual Fashion Show.
02/07/23	3:00 PM – 7:00 PM	3 Hours	Communicating with creative backstage team about the fashion week schedule through emails and text messages. Making sure they all respond.
02/07/23	10:00 PM – 12:00 AM	2 Hours	Weekly meeting with the team members and show producer. We discussed about the fashion week, the itinerary, the pre-checking zoom email process and other tasks and duties.
02/08/23	11:00 AM – 5:00 PM / 6:00 PM – 9:00 PM	6 Hours	Sending emails and communicating with models, creating social media posts and reels to post for fashion week and posting articles and press releases.
02/08/23	6:00 PM – 9:00 PM	3 Hours	Interviews with official show models: interviews to gain information for Press Releases and Profiles Articles.
02/09/23	12:00 PM – 2:00 PM	2 Hours	Quick meeting with show producers and contacting backstage members to confirm their assistance to the Fashion Week show.

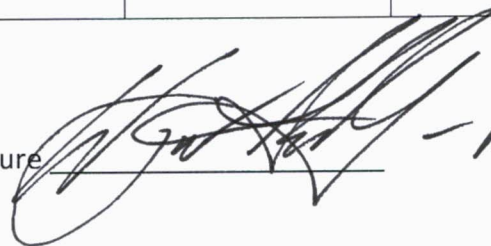
	PM		members. We discussed the agenda and projects updates.
02/25/23	3:30 PM – 5:00 PM	1.5 Hours	Models casting calls for kids: inputting data on google form, assisting during the casting calls, spotlight models, co-hosting during the zoom virtual casting.
02/26//23	10:00 AM – 11:00 AM	1 Hour	Interviews with official show models: interviews to gain information for Press Releases and Profiles Articles.
03/03/23	10:00 PM – 11:00 AM	1 Hour	Weekly meeting with the team members. We discussed the agenda and projects updates. We will use new research engine.
03/04/23	12:00 PM – 2:00 PM	2 Hours	Models casting calls for adults: inputting data on google form, assisting during the casting calls, spotlight models, co-hosting during the zoom virtual casting.
03/05/23	11:00 AM – 11:30 AM	30 Minutes	Interviews with official show models: interviews to gain information for Press Releases and Profiles Articles.
03/05/23	3:00 PM – 4:30 PM	1.5 Hours	Quick meeting with team members. Talked about modeling agencies research, use of Microsoft Edge AI-Powered tool, research of designers, ChatGPT.
03/07/23	1:00 PM – 4:00 PM	3 Hours	Creation of Profiles Articles and Press Releases of official show models to be posted on Reddit/Discord.
03/08/23	10:00 AM – 1:00 PM	3 Hours	Using new research engine to research emerging designers, model talent agencies...

03/09/23	11:00 AM – 11:30 AM	30 Minutes	Interviews with official show models: interviews to gain information for Press Releases and Profiles Articles.
03/11/23	3:30 PM – 5:00 PM	1.5 Hours	Models casting calls for kids: inputting data on google form, assisting during the casting calls, spotlight models, co-hosting during the zoom virtual casting.
03/15/23	12:00 PM – 4:00 PM	4 Hours	Research emerging designers, model talent agencies, swimwear fashion designers for the SPF Fashion Week.
03/18/23	12:00 PM – 1:30 PM	1.5 Hours	Models casting calls for adults: inputting data on google form, assisting during the casting calls, spotlight models, co-hosting during the zoom virtual casting.
03/19/23	10:00 AM – 11:30 AM 10:00 PM / 10:30 PM	2 Hours	Creation of Profiles Articles and Press Releases of official show models to be posted on Reddit/Discord. Interviews with official show models: interviews to gain information for Press Releases and Profiles Articles.

Total hours: 161.5

Supervisor approbation signature

Date:

 - March 27, 2023



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