Yelissa Vasquez

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Academic Backgrour	n c	ı
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Degree	Year	University	Major
Baccalaureate of	September	New York City College of Technology,	Business and Technology of
Science	2020	(City University of New York)	Fashion

Courses taken: Textiles, Merchandise Planning and Control, Marketing Research, Visual Merchandising,
Product Development, Trend Forecasting

Professional Licenses & Certifications

- Certified in AIMS 360 Fashion Enterprise Resource Planning (ERP) Software as of June 2016. Received from New York City College of Technology (City University of New York)
- Certification of Completion received for Title IX- Sexual Harassment, Gender-Based Harassment and Sexual Violence in January 2020 from New York City College of Technology (City University of New York)

Related Professional Background

Sales Associate UNIQLO, NY 03/2018 – Present

- · Maintained work area clean and tidy with team while putting customer service as top priority
- Developed knowledge of current store items in order to match customer needs with UNIQLO products
- Engaged in cash and credit card transactions using POS registers with sense of urgency
- Strengthened sales floor by searching inventory and replenishing merchandise as needed

Temporary Teachers Assistant New York City College of Technology

ork City College of 06/01/2016 – 06/30/2016
Technology

- Provided assistance in professional administration of course
- Reinforced learning concepts presented by Professor to individuals and groups to better understand assignments
- Used computers to aid Professor in supplementing Enterprise Resource Planning lessons

Internships

Brand Marketing Intern

HATCH Collection, NY

01/2020 - 05/2020

- Managed the logistics of the trunk show program including choosing garments, shipping sets, and integrating returned sets
- Revitalized the marketing and gifting closet by reorganizing supplies to maintain functionality
- Updated events using Shopify and systemized RSVPs into Google sheets
- Searched for influencers that matched the brands image and had a large following

Bridal Market Week Intern

World Bride Magazine, NY

10/2018 - 11/2018

- Scouted The Knot Bridal Market for designers who provide wide range skin tones, sizes, and styles
- Researched bridal brand history and current events prior to scheduled appointments/ interviews
- Prepared questions and photographs with World Bride Magazine director for articles to be written

New York Fashion Week Intern

MODE PR, NY

09/01/2018 - 09/30/2018

- Greeted fashion show attendees while directing them towards venue, bar, etc.
- Arranged press releases on bench neatly and correctly spaced out
- Dressed models in the correct garments
- Assisted in making the fashion show (and back of house) run smoothly by helping in any way possible

CHAT Intern

4H (Cornell University) - Choose Health Action Teens Project: Food, Fun, Fitness, NY

05/01/2014 - 06/20/2014

- · Facilitated health lessons which included class activities and demonstrations of unhealthy eating habits
- Broadened 5th graders' knowledge of ways to eat healthy by making no- cooking- needed recipes
- Collaborated with co- student teacher in order to maximize lesson efficiency and learning
- Maintained order in classroom by redirecting students attention to lesson contents

Other Professional Background

Journalist The Dewitt Clinton Newspaper 09/2014 – 06/2015

- Authored articles related to music and school events
- Responsible for writing Dewitt Clinton Garden column
- Assisted with photography for various newspaper articles

Civic Engagement

Environmental Volunteer James Baldwin Memorial Outdoor 09/2014 - 01/2018 Learning Center

- Seeded fruits and vegetables to be gathered and given to the community
- Landscaped in order to ensure garden aesthetics and continued viability
- Sold produce to make a profit for the garden, for purpose of reinvestment and obtainment of garden supplies

Kitchen Volunteer ARC XVI Fort Washington Senior Center 08/01/2017 – 08/31/2017

- Responsible for maintaining organization and cleanliness of kitchen
- Assisted Chefs in serving food and drinks to seniors in a timely and organized fashion alongside other workers
- Maximized work quality of team by assigning tasks for each team member to do in kitchen

Technological Skills

- Databases: Business Source Complete (EBSCO), Business Insight Essentials
- Microsoft Office
- Google Drive
- Prezi

- WordPress
- Shopify
- Social Media: Instagram, Facebook
- ARCGIS: Mapping and Analytics Platform
- Esri StoryMaps

Languages

- Fluent in English
- Conversational in Spanish with ability to read and write

Professional Development Workshops

- "Knowing Your Value and Communicating Your Worth" by General Assembly at Arlo Hotels at 231 Hudson st, New York, NY, 10013 at 6:30 PM
- "Introduction to Fashion Snoops: Trend Forecasting Service" at New York City College of Technology, (City University of New York) at 300 Jay st, Brooklyn, NY, 11201 at 6 PM on February 20, 2020

Networking for Industry Relations

- Attended *The Movement of Herstory: Korean Embroidery- The Life and Art of Young Yang Chung* at The Korean Cultural Center at 460 Park ave. 6th floor, New York, NY, 10022 on March 8th, 2017
- Attended Manus x Machina exhibit at The Metropolitan Museum of Art at 5th ave., New York, NY 10028 on June 16, 2016
- Attended Fairytale Fashion at the Museum at Fashion Institute of Technology (FIT) at 7th ave and 27th st, New York, NY 10001 on April 14, 2016

Published Works

 New York Bridal Fashion Week (NYBFW) – Mark Zunino Share Tips on How to Make Moms Dress Part of the Big Day. Published November 18, 2018 for World Bride Magazine