

EDUCATION

Tulane University of New Orleans, Louisiana
Degree in Studio Art; Minor in English

August 2011 – May 2015 Bachelor's
Graduated Cum Laude, Cumulative GPA 3.80

WORK EXPERIENCE

Executive Assistant to President of RIMOWA NA, LVMH Moët Hennessy Louis Vuitton, NYC.

December 2017-January 2020

Visual Merchandiser, RIMOWA NA

June 2019-January 2020

- Act as point of contact between the President and internal/external clients, while maintaining confidentiality and organization.
- Coordinate on and off-site corporate and departmental events and gatherings.
- Provide superior support to all departments within RIMOWA.
- Compile monthly travel and expense reports.
- Maintain calendar, arrange meetings and appointments, provide reminders, and prepare itineraries for the President.
- Book all travel and accommodations for domestic and international travel.
- Provide any needed support with coordination of PR and Marketing events.
- Complete projects and special assignments by establishing objectives; determining priorities; managing time; gaining cooperation of others; problem-solving; making adjustments to plans while dealing with last minute and complex situations.
- (VM) Work with in-store visual teams and HQAE to create appealing and eye-catching window and interior displays, signs, and floor plans while implementing the creative visual merchandising strategy given from HQ.
- (VM) Maintain and train on merchandising standards and product and increase retail sales.

Event Marketing Coordinator and Community Outreach Volunteer, Half The Story Non-profit, NYC

December 2018-Present

- Assist events by identifying and organizing requirements; establishing contacts; and using effective marketing tools to ensure success.
- Create and cultivate new relationships with collaborative partners, individuals, and relevant organizations.

Product Development Designer and Assistant to President, Sondra Roberts Handbags, NYC

October 2016 - December 2017

- Attended and assisted President and sales team at trade shows and private meetings.
- Identified potential production, quality and costing issues and made recommendations to ensure brand integrity.
- Created samples for large department stores and exclusive clients while ensuring pricing, delivery, and approving final product.
- Oversaw and kept track of sample production, bank statements, vendor information, and all contacts.
- Utilized Adobe and Microsoft programs to create CADs, brand spec sheets, custom line sheets, and catalog.
- Provided market analysis for the President by researching competing designers' rates and products.
- Consistently interacted with high profile clients and buyers while maintaining great relationships and confidentiality.
- Coordinated travel arrangements and agendas for both domestic and international appointments, while managing an extensive calendar.
- Created extensive spreadsheets for tracking client information, product development details, and entered into PLM.

Design and Marketing Coordinator, Hale and Hearty Soups Corporate, NYC

May 2015-October 2016

- Conceptualized and designed compelling print collateral and promotional materials.
- Successfully organized marketing events within budget parameters.
- Created and maintained all social media and web-based marketing to promote products, brand initiatives, and campaigns through Constant Contact, Instagram, Twitter, and Facebook advertising.

Volunteer Assistant to Director, Prospect 3 – Ogden Museum of Art, New Orleans

Fall 2014

Design Intern to Jonathan Adler, Jonathan Adler Corporate, NYC

Summer 2013, Summer 2014

- Generated creative ideas and designs for Paperless Post, Jonathan Adler products and promotional advertisements, Barnes & Noble stationary, and designed the Jonathan Adler Winter Catalog two years in a row.
- Assisted head Visual Merchandiser in the creation of product displays in licensing show rooms.
- Designed corporate newsletter, which included product partnerships, retail expansion, and press.
- Took notes of CEO Jonathan Adler's requirements for future action.

Assistant to Artist Pat Steers, Woldenberg Art Gallery, New Orleans

2013

Community Service Chair and Clothing Designer, AEPi, New Orleans

2012-2013

Fashion and Beauty Journalist, Her Campus

2012-2013

Fashion Stylist, Debra Sommerville

2012

VOLUNTEER EXPERIENCE

- Ambassador (Breaking Taboo), Builder (Outreach Tulane), Volunteer Mural Painter (Benjamin Franklin), Volunteer (AFSP), Volunteer (Domestic Violence Crisis Center), Volunteer (Jewish Home for Elderly), Volunteer (Positive Directions), Volunteer (Dana-Farber)

SKILLS

- Microsoft Word, Excel, Outlook, PowerPoint, Illustrator, InDesign, Photoshop, Instagram, Facebook, Twitter, Executive Calendar Management, Apple applications, Zoom, Constant Contact, drawing and illustration, writing, photography, team building, strategic planning, ability to multitask, organization, problem solving, ability to work with several operating systems (Window, Mac OS X), proficient archivist using both electronic and paper sources.