

PROFESSIONAL EXPERIENCE

Fashion Photographer Assistant | Lisa Richov Inc. (New York City) | January 2018 – Present

- Assist with all photo shoots including management of lighting, scene, and client as well as post production
- Handle all communication including brand outreach, writing proposals and maintaining client relationships
- Consistently post and manage all social media channels
- Manage daily/weekly schedule, booking of photo shoots and time for editing to ensure efficient and maximum productivity

Business Development and Marketing Lead | GLC Business Services (New York City) | September 2016 – Present

- Generate new sales opportunities by developing relationships with new and existing clients through individualized account management
- Research and develop strategic sales tactics and goals for new local and national clients
- Collaborate with marketing team to develop and implement brand awareness and sales strategies
- Create and implement a digital strategic marketing plan

Store and Marketing Manager | Inspyre Boutique (Denver) | September 2015 – August 2016

- Schedule, train and coach employees to maximize performance in customer service, revenue generation and daily tasks
- Merchandise store weekly according to Inspyre brand, seasons, holidays and current fashion trends
- Research, develop and implement a marketing plan for Inspyre in the Cherry Creek
- Creatively market and sell clothing to diverse groups

Venue Specialist | ONYX Art and Events (Denver) | April 2016 - September 2016

- Develop and implement a strategic marketing plan for ONYX
- Write blog posts focusing on the ONYX brand and the art community in Denver
- Advertise and promote the ONYX brand through social media outlets
- Research and pitch the best venues in Denver area for clients

Blog Manager | Denver Style Magazine (Denver) | August 2015 - January 2016

- Oversee all operations for Denver Style Magazine blog (e.g., articles, bloggers, events, social media and advertisements)
- Design, write and post Instagram photos advertising the blog and blog articles
- Research trends in Denver and around the world for upcoming blog posts
- Create and implement a new blog contributor program

Events Ambassador | Launch Advertising (Denver) | February 2015 – September 2015

- Coordinate community events and activities for residents of RidgeGate in Lonetree, Colo.
- Establish positive relationships within the community

Social Media Consultant | Fresca Foods, Inc. (Louisville, Colo.) | May 2015 – October 2015

- Design graphics and write daily social media content for Snack Out Loud! brand
- Prepare weekly and monthly social media reports

Public Relations Intern | Experimental Aircraft Association (Oshkosh, Wis.) | May – August 2014

- Establish relationships with national and local members of the media and prepare and analyze media coverage reports

EDUCATION

Bachelor of Art, Major: Journalism-Public Relations & Minor: Spanish | University of Wisconsin Oshkosh (UWOSH) | December 2014

TECHNICAL SKILLS

- Microsoft Office Suite
- Adobe Photoshop
- Constant Contact/
MailChimp
- WordPress
- Google Analytics
- Adobe Lightroom
- Social Media Admin
Tools
- Associated Press
Writing Style
- Photography
- Adobe InDesign
- CRM Software
- Survey Monkey

ACTIVITIES & HONORS

- Rocky Mountain Children's Law Center Junior Board Member | March 2017 - Present
- UWOSH The Advance-Titan, Section Editor for Campus Connections | August - December 2013
- Public Relations Student Society of America (PRSSA) UWOSH Chapter, Member & Fundraiser Chair | September - December 2014
- PRSSA UWOSH Chapter "Rookie of the Year" Award Recipient | December 2014