

STUDENT NAME

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Portfolio: <https://studentname.myportfolio.com/welcome>

EDUCATION

Drexel University, Philadelphia, PA

Expected Graduation June 20XX

Bachelor of Science in Fashion Industry and Merchandising

- Minor in Marketing
- Concentration on fashion journalism, styling, marketing, and buying
- Dean's List; GPA: 3.xx

Accademia Italiana Design Institute

September 20XX - December 20XX

Study Abroad Program through Drexel University

- Pursued coursework in Visual Merchandising, Art History, Fashion Photography, and Italian Culture
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INDUSTRY EXPERIENCE

Retail Sales Associate, Head Start Shoes Philadelphia, PA

January 20XX - Present

- Aid customers with shopping needs and prompt sales by creating a comfortable environment
- Maintain fresh knowledge of the European shoe brands sold, and their features (material, construction, etc.)
- Organize the store and inventory to ensure ease when helping customers

Written Contributor, Design and Merchandising Magazine Philadelphia, PA

September 20XX - June 20XX

- Created written or photo-editorial articles and crafted social posts or video content to promote this work
- Collaborated with classmates and received/followed feedback from editors and the professor
- Planned out stories from start to finish while managing the time to complete these projects

Guest Writer Internship, Fashion Talk Newsletter Philadelphia, PA (Remote)

November 20XX - April 20XX

- Wrote three articles in a 6-month time frame about styling, gender inclusive fashion, and Vivienne Westwood
- Communicated virtually with the founder of Fashion Talk to receive feedback and critiques on my work
- Made social media posts using Adobe Photoshop and Illustrator to promote my articles on Instagram

Floral Design Assistant, B's Events and Floral Phoenixville, PA (Hybrid)

May 20XX - September 20XX

- Designed floral arrangements and assisted in their delivery and set-up on the day of the wedding/event
 - Organized online wedding proposals using Canva for potential clients in hopes of encouraging booking
 - Managed the social media advertising on the company's TikTok profile
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ACTIVITIES

Student Manager of Reworn June 20XX - Aug 20XX

- Independent study managing secondhand inventory
- Chose merchandise for the retail space
- Maintained lighting features and electronic screens
- Created promotional designs using Canva, and Adobe

Retail and Design Club (RAD) Sept 20XX - Present

- Club member since Fall 20XX of freshman year

Introductory Drawing Tutor

Sept 202X - Present

- Art & Art History Department Work Study
- Work one-on-one, assisting students with projects
- Clean and organize the drawing area prop closet

FI&M Peer Mentor

Sept 20XX - Present

- Volunteer position with Drexel University
 - Paired up with a freshman student to provide support and a helping hand
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ADDITIONAL

Technical Skills

- EDITED Retail Analytics, WGSN Trend Intelligence, Adobe Photoshop, Illustrator, InDesign, Lightroom, Microsoft Word, PowerPoint, Excel, Canva, Guitar (10 years), Sewing, Merchandise Planning & Buying Simternship Certificate - Merchant Academy, Stukent - Social Media Certificate, Stukent - Consumer Behavior Simternship Certificate

Course Proficiencies

- Consumer and market analysis, fashion journalism, editorial photography, retail math for operations, product costing and sourcing, six-month planning, brand research, retail competitor analysis, gender studies, digital assortment design