

PROFILE: Personable, nouveau self-starting professional seeking to utilize my calculated, knowledgeable fashion savvy skills into a core position.

FASHION EXPERIENCE

MERCEDES-BENZ FASHION WEEK **September '08 – Present** **New York, New York**
Wardrobe Dresser

- Quickly dressing models for the runway
- Positioning each piece back on its rightful hanger and garment bag
- Guaranteeing each model is dressed correctly in each outfit to go on the runway

FREELANCE **January '08 – Present** **New York, New York**
Stylist, Blogger & Fashion Contributor

- Partnered on test, look books, editorial, and fashion shows with up and coming agencies, designers, models and photographers to ensure presentation.
- Establish communication with showrooms and media professionals to enhance networking
- Created and monitor Yannid.net as well as brainstorm and execute fashion related articles for the blog "Runway My Way".
- Interview and contribute articles for an assortment of fresh online magazines

STYLECASTER **August '09 – December '09** **New York, New York**
Junior Team Intern

- Assist and manage wardrobe during studio sessions.
- Assist guest stylist on in studio shoots.
- Contribute to the weekly 'Retail Therapy' column.
- Assist with product check ins from designers, agencies and showrooms.

WORK EXPERIENCE

NATIONAL CABLE COMMUNICATIONS **August '06 – August '09** **New York, New York**
Sales Coordinator

- Order entry of spot cable media schedules into Strata View.
- Communicate daily with cable systems and advertising agencies to ensure that all orders are confirmed within 72 hours.
- Has a thorough understanding of the work flow between the Account Executive, cable system and advertising agencies.
- Troubleshoot with cable systems and advertising agencies to ensure that schedules run as ordered.
Reconcile schedules including discrepancies, makegoods, tape/traffic issues etc. Provide billing reports, i.e., invoice status report, as requested.

LATORRA, PAUL & MCCANN ADVERTISING **September '05 – January '06** **Syracuse, New York**
Media Intern

- Maintained media binders, including filing and distribution of insertion orders broadcast orders and change orders.
Also includes checking and filing media contracts.
- Assisted with collection of tearsheets, affidavit letters, and other documentation needed for billing as necessary.
- Worked on mini projects such as finding and documenting media kits and assisting with putting together information for new clientele.

EDUCATION

Fashion Institute of Technology **February '08 – Present** **New York, New York**
*Fashion Styling
Certificate Program*

Le Moyne College **May 2006** **Syracuse, New York**
*Bachelors of Arts: Communications concentration in Advertising
Double Minor: English & Psychology*

SKILLS

- Proficient skills in Microsoft suite
- Freelance fashion journalist and blogger
- Thorough understanding of shades, pulls, casting and styling