

Donna Karen

Kingston, RI ~ 203-555-5555 ~ karend@uri.edu

MARKETING | DESIGN | CLIENT SERVICES | VENDOR RELATIONS

Marketing professional with the understanding that client needs and demands drive business. Experienced in working seamlessly with vendors for win win solutions, resulting in efficient deliveries and correct orders. Passionate about innovative design based on market feedback and client satisfaction.

EDUCATION

University of Rhode Island, Kingston, RI December 2023

Bachelor of Science: Textile Marketing

The University of East Anglia, Norwich, England January 2022 - August 2022

Study Abroad, Fashion and Marketing courses

SKILLS

- Design and Imaging software: Autodesk Revit, Trimble SketchUp Pro, Adobe Photoshop
- Computer: Microsoft Office (Word, Excel, PowerPoint)
- Social Media: Twitter, Vine, Instagram, TikTok, YouTube, and Pinterest
- Adaptable to changing environments, experienced with a diverse range of people, and cross culturally competent
- Multilingual with fluency in Italian, Romanian, French, beginner level Swahili

FASHION MARKETING INTERNSHIPS

Jarrold, Norwich, England April 2022 - July 2022

Fashion Marketing, Social Media Intern

- Marketed designer brands on Twitter, Instagram, and TikTok, resulting in a 10% increase of followers
- Recorded and edited video clips for YouTube promotions
- Researched marketing strategies of fashion companies throughout England and all of Europe
- Developed email marketing campaigns, presented ideas to Fashion Marketing Department, and launched seasonal fashion campaign

TJX Companies, Woburn, MA September 2021 - December 2021

Branding Intern

- Communicate with Brand Ambassadors at colleges throughout New England, collaborating on strategies to engage students
- Observe merchandising layout meetings, learning about fashion trends and science behind staging of merchandise in retail stores
- Developed text for social media posts on Instagram and TikTok

FASHION RELATED ENGAGEMENT

URI Fashion Merchandising Society (2020 - Present), Secretary: Maintain meeting minutes, Orient new members, Communicate to membership on events and news, Solicit donations for annual fashion show, and Develop marketing (flyers, and social media text) to promote fashion show

RI Fashion Week (2016 - Present), Model: attend full week of fashion, connecting with vendors, fashion companies, and fashion professionals, modeling the newest trends

WORK HISTORY

URI Athletics, Kingston, RI

January 2023 - Present

Front Desk Staff

- Administrative duties: answer phones, schedule appointments, fax, copy and scan documents
- Greet guest, give building tours, and triage questions and concerns

CVS, Narragansett, RI

January 2021 – December 2021

Customer Service Staff

- Demonstrate clear communication skills with customers and team members
- Train new staff members on system and company expectations

Inside Scoop, North Kingstown, RI

April 2018 - September 2020

Summer Customer Services Staff

- Seasonal role at busy ice cream shop, working closely with team members, and serving customers
- Trusted to handle money, document money, and make deposits

EXTRACURRICULAR

Intramural Volleyball (2021- Present)

URI Hiking Club (2022 - Present)