

# Emily McVey

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## OBJECTIVE

A dedicated, responsible, and highly motivated student seeking placement in within the fashion journalism, merchandising or marketing industry where various skills - including efficiency, versatility, and a high level of commitment can be demonstrated.

## PORTFOLIO LINK:

[EMILY MCVEY FASHION JOURNALISM PORTFOLIO](#)

## ACCOMPLISHMENTS

- Teacher's Assistant - Fashion Journalism FASH 300 Spring 2022: facilitate discussion sections and tutorials; held weekly office hours, programming assignments, exams and projects via Blackboard; kept records, distribute materials; prepare supplementary notes and act as course web master.
- PUMA Fashion Promotion Experience - Spring 2021: Engaged in semester-long exercise to develop creative promotional strategies to launch a new product for PUMA. Included preparing a mini-pitch outlining promotional ideas, developing and fleshing out strategies, collaborating on budgets, scheduling and production of mock-ups, and project reports. End product was a detailed promotional pitch suitable for presentation inside a PUMA boardroom.
- Habitat for Humanity *Public Relations/Media Chairperson* - Spring 2021; Collegiate Challenge Spring Break 2020
- Sigma Gamma Phi Sorority *Public Relations/Media Chairperson* -Fall 2020, Spring 2021; *Executive Board - Secretary* Fall 2020, Spring 2021
- Developed social media campaigns and content for both organizations, which included the creation of graphics, text and photo/video editing for their social media platforms. Maintained and monitored social media accounts.
- Member of Fashion Society Club - styled for local merchant in Annual Fashion Show - Spring 2019

## EXPERIENCE

**Express, Inc.** Staten Island, NY *Sales Associate* | 2021 - Present

- Render assistance to retail customers in selecting apparel and accessories
- Maintaining store condition and visual merchandising standards.
- Maintain high level of customer service; processing payments.

## EDUCATION

**State University of New York  
Oneonta**

Oneonta, NY

Expected in 05/2022

Bachelor of Arts: Fashion

Merchandising

Concentration in Textile

Development and Marketing

Minor in Communication

## SKILLS

- Working Knowledge of Microsoft Office, Excel, Power Point, digital platform Blackboard
- Knowledgeable in Adobe Picture
- Knowledge of Independent judgement
- Creative thinking
- Energetic, outgoing and customer oriented
- Excellent organizational skills