

Courtney C [REDACTED]

[REDACTED] NY 11550 ■ Home: [REDACTED] ■ [REDACTED]

PUBLIC RELATIONS AND MARKETING SPECIALIST

- Ten years experience** in promoting various fashion clothing lines through public relations and marketing.
- Earned \$2 million in sales** for upcoming clothing line.
- Proficient in hosting trunk shows, compiling and distributing press kits, organizing fashion shows, and *managing both in-house and outside sales representatives throughout the United States and Canada.*
- Skilled in Internet usage, MS Office, and AS 400.
- Proven Excellence in:

Writing ■ Media & Press Kits ■ Market Research & Analysis
■ Brand Building Goals ■ Project Management ■ Event Coordination

PROFESSIONAL EXPERIENCE

Merchandiser/Account Executive	[REDACTED] New York	2007-Present
PR Coordinator/Account Executive	[REDACTED] New York	2005-2007
Account Executive	[REDACTED] New York	2002-2005
Public Relations Coordinator	[REDACTED] New York NY	1999-2002

MANAGEMENT

- Managed men and women sportswear and accessories special accounts throughout the Northeast and Canada.
- **Organized annual fashion showcases** attended by fashion and beauty editors.
- **Supervised outside sales representatives** in four regions across the United States.
- Managed Chanel luxury eye wear accounts in retail stores throughout New York.
- Assisted VP of Sales with opening new businesses such as Daffy's and Century 21.

PUBLIC RELATIONS

- **Collaborated with thirty partners** to host trunk shows to display Chanel merchandise, improve company image and increase brand awareness.
- Compiled and **distributed press kits** to national fashion publications, media and retailers for Donna Morgan.
- Conceptualized, produced, and **published fashion prints for circulation in local and national magazines**, including *Vogue* and *Elle*.
- **Presented) fashion collections** at national trade shows in New York, Los Angeles, Atlanta, Chicago and Las Vegas.

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- Selected garments for media publications, celebrities, independent film projects and charity events.

MARKETING

- *Extensively solicited forty new store accounts* for the distribution of Chanel merchandise resulting in an *annual gross profit of \$10,000 - \$40,000* per store.
- Created brochures and seasonal circulars for direct mail to clients and prospects interested in purchasing fashion items.
- Maintain brand integrity by *supervising manufacturers displays and advertising mediums* for Chanel products.
- Manage inventory control and distribution of all marketing materials throughout the Tri-state area.
- Organized and *maintained accurate in-house account of all media and print credits.*

SALES

- Analyzed business through *market analysis, client meeting and review of sales reports* on a weekly basis.
- Created and implemented strategic and tactical *in-store product promotions and sales* at Chanel's partner stores.
- *Solicited and closed on new accounts* via in-store and showroom presentations to existing account holders.
- *Grossed \$2 million in sales* as a sales representative for upcoming boutique.

EDUCATION

██████████, 2005 – Present
Majors: Communications; Fashion Buying, and Merchandising

MEMBER ACTIVITIES

Founder, ██████████ *Bedville Center, NY, 2002-Present*
Created program for 10 underprivileged girls aged 12-17 to focus on expanding inner and outer beauty through exposure to arts and focusing on self-pride.

KEYWORDS

- Public Relations ■ PR ■ Marketing ■ Marketing Specialist ■ Communications ■ Relationship Development ■ Branding ■ Account Executive ■ Event Planning ■ Coordinator