

Education

Parsons School of Design
BBA Strategic Design and Management

New York, NY
May 2025

North Shore Hebrew Academy High School
4.0 GPA

Great Neck, NY
June 2021

Experience

Tasteful Chronicles
Writer and Assistant to Editor-In-Chief

Remote
August 2023 – present

- Supported the Editor-in-Chief across content planning, shoots, and daily editorial operations.
- Edited and refined features to reflect the brand's voice and visual identity.
- Coordinated with PR teams, stylists, and contributors on stories and event coverage.

Macy's
Merchandise Marketing Assistant

New York, NY
August 2025 – present

- Tracked and analyzed product performance across multiple retail channels.
- Compiled sales, media, and merchandising reports for internal review.
- Supported retail activations, store openings, and cross-functional projects.

Loro Piana
Retail Excellence Intern

New York, NY
September 2024 – June 2025

- Researched trends across fashion, art, travel, and lifestyle sectors
- Managed press databases and compiled media coverage recaps and reports.
- Assisted in event coordination and corporate communications initiatives

Zimmermann
Public Relations Intern

New York, NY
August 2023 – May 2024

- Orchestrated sample distribution to high-profile celebrities, stylists, and editors, maximizing brand visibility.
- Produced comprehensive monthly press coverage reports, providing actionable insights for strategic planning and decision-making.
- Conducted in-depth talent research to identify suitable partners for gifting initiatives, ensuring alignment with brand values and target..

Johanna Ortiz
Market Assistant

New York, NY
June 2024 – July 2024

- Maintained a high standard of showroom presentation, creating a professional and inviting environment for clients and buyers.
- Styled models for market events, showcasing collections effectively and enhancing brand appeal to wholesale partners and customers.

Intermix
Stylist and Supervisor

Manhasset, NY
October 2022 – May 2023

- Provided personalized styling consultations to clients, enhancing their shopping experience and driving sales.
- Managed store merchandising to optimize product presentation and visual appeal, attracting customers and maximizing sales.
- Oversaw daily store operations, ensuring efficient and seamless customer service and store functionality.

Zar Apparel Group
Wholesale and Public Relations Intern

New York, NY
May 2023–August 2023

- Developed detailed collection sheets for clients, facilitating informed purchasing decisions and enhancing the sales process.
- Supported the design team in creating accurate and informative style tags for both retail and wholesale distribution.
- Assisted in the post-production process by editing and optimizing images from photoshoots.

Skills & Interests

Technical: Excel, Adobe Suite, Fashion GPS, Tableau, PowerBI

Interests: Public Relations, Editorial, Client Relations, Marketing, Retail, Merchandising, Product Development