

## Amanda P. Alvarez

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EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA  
*Bachelor of Business Administration, Anticipated Graduation: May 2015*  
MAJOR: MARKETING / MINOR: ITALIAN  
GPA: 3.35

### ACTIVITIES & AWARDS:

Study Abroad, Temple University Rome, Fall 2013 Semester  
Member, American Marketing Association, 2011 – present  
Member, Fashion and Business Club, 2012 – present  
Marketer of the Year, American Marketing Association, 2012 – 2013  
Marketing Research Certificate, American Marketing Association, May 2013  
Model, CSPD Work Your Wardrobe Fashion Show, February 2013  
Dean's Recognition Award, 2011 – 2012

EXPERIENCE: FORESTI HOME COLLECTION GROUP, Rome, Italy September 2013 – December 2013

#### **Marketing Intern**

- Promoted Foresti Home Collection Group's upholstery fabric distribution services to the United States market through the use of social media outlets and direct communication
- Maintained Facebook, LinkedIn, Twitter, YouTube, and Tumblr accounts for clients to view pictures, measurements, and content of the company's fabric selection
- Informed companies in need of upholstery about our selection of high-quality fabrics made in Italy to generate clientele in the United States

THEORY, New York, NY

May 2013 – August 2013

#### **Fabric Merchandising Intern**

- Traveled to warehouses and design studios around Manhattan to pick up fabric and other materials for fabric merchandisers
- Sat in on meetings with fabric merchandisers to discuss bulk orders, design, and inspirations for future seasons
- Created style numbers on price tags for garments in the women's Spring 2014 collection for Theory, Theyskins Theory, and Helmut Lang
- Used Microsoft Excel to update fitting reports and perform slippage tests on fabric swatches

TOLLEGNO 1900 USA, New York, NY

May 2013 – August 2013

#### **Fabric Merchandising Intern**

- Learned the technical aspects of yarn and fabric, such as the different styles, stretches, and production in the mill
- Sat in on designer selection by traveling to design studios around Manhattan and recording which fabrics the designers choose
- Followed fabric distribution from initial stages of development to production that are currently in stores by communicating to workers in our main mill in Biella, Italy through email or Skype

### SKILLS & LANGUAGES:

- Microsoft Word, Powerpoint, Publisher, Excel
- Italian – conversant