

# JESSICA HERBST

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## EDUCATION

*Temple University, Fox School of Business*  
Bachelor of Business Administration  
Major: Marketing

Philadelphia, PA  
Anticipated Graduation: May 2014

## EXPERIENCE

### **BCBGMAXAZRIA GROUP**

*Marketing Intern*

May 2013 – August 2013

- Researched competitive companies' marketing strategies and organized the information into Excel, PowerPoint, and Microsoft documents
- Organized looks for the head stylist of the Resort 2014 collection and prepared models for two editorial photo-shoots
- Analyzed data and insights of BCBGMAXAZRIA and Herve Leger by using social media platforms such as Facebook, Twitter, and Instagram
- Conducted market research for the company's 25<sup>th</sup> anniversary project

### **The Fashion Foot**

*Social Media Marketing Intern*

May 2012 – May 2013

- Wrote over 60 articles that have been published on the site about the fashion world including designers, retail/shopping and business trends
- Used social media to broaden the blog's online presence, which has grown to 400 Twitter followers and 165 Facebook Likes
- Increased readership by 40% through content marketing including creating stronger blogger relationships

### **Nicole Miller and Mary K. Dougherty and Associates**

*Marketing Intern*

September 2012 – December 2012

- Coordinated logistics for the Nicole Miller Fashion Show at The Union League Philadelphia such as prepped event location, assisted event organizers, and catalogued menu of looks
- Created a video presentation for a quarterly business meeting of merchants in The Bellevue including Tiffany & Co., Polo Ralph Lauren, and Nicole Miller
- Updated The Bellevue's website and social media channels (Facebook, Twitter and WordPress blog) with events, contact information, and promotions

## SKILLS

- Adobe Creative Suite (Photoshop)
- Content Management Systems (WordPress)
- Social Media Marketing (Facebook, Twitter, HootSuite)