



## Contact Information

- 310.569.2998
- amandanicole2702@gmail.com
- LinkedIn
- Instagram

## Education

**Syracuse University - May 2024**  
**S.I. Newhouse School of Public Communications**  
Bachelor of Science in Magazine, News and Digital Journalism with a concentration in Magazine

- Fashion concentration
- Alpha Phi, VP Marketing Oct. 2021- Oct. 2022
- 3.9 GPA

## Skills

### Software

- Microsoft Office, Word, PowerPoint, Excel
- Adobe Premier, Pro, Illustrator, InDesign, Photoshop
- Wordpress, Squarespace, Blogger, Wix
- Google Analytics, Drive
- Canva, PicMonkey
- Greenhouse

### Social Media

- Instagram, Facebook, Snapchat, Threads
- TikTok
- X
- Pinterest
- YouTube

### Language

- Conversational Spanish

## Awards

- Dean's List, Aug. 2020 - Jan. 2024
- Invest in SUccess Merit Scholarships
- National Spanish Honor Society

## Experience

**COMMERCE WRITER, InStyle** Sept. 2022 – Jan. 2023

- Wrote 20+ fashion, beauty, and lifestyle commerce stories for InStyle's site
- Interviewed 3-4 sources per article to obtain credibility
- Several of the articles were #1 on search engine results page
- Pitched 3-5 article ideas at weekly pitch meetings
- Collaborated with freelance writers and editors
- Tested beauty products and fashion accessories weekly for tested stories
- Attended weekly touch base meetings about SEO strategies and trending topics

**STYLING INTERN, Dani Michelle** March 2023 – Aug. 2023

- Assisted Dani Michelle and her team throughout the fitting process
- Managed fashion and accessories samples check-ins and returns
- Researched fashion trends, fabrics, and designers, providing valuable insight
- Supported fittings, alterations, and garment preparations
- Organized and managed wardrobe selections for high-profile clients during photoshoots, fittings, and appearances
- Managed and organized the fashion closet and studio

**MARKETING ASSISTANT, LHB Group** Feb. 2022 – Sep. 2022

- Maintained relations with Jones Road Beauty, Echo New York, Rosenthal & Rosenthal, and Rachael Grochowski
- Produce promotional content specific to each brand
- Digitally clipped press for companies and create monthly press recaps
- Collaborated with staff to strengthen marketing strategies at weekly meetings
- Used Photoshop to create content for Instagram, LinkedIn, and press events

**EDITOR IN CHIEF, University Girl Magazine** Aug. 2020 – May 2022

- Administered a team of 100+ members
- Pitched, wrote, and edited 5-10 articles per week for print and digital publication
- Organized and lead photoshoots for the print issue
- Provided concise and constructive feedback to writers and editors
- Collaborated with editors and writers on planning both digital and print articles
- Oversaw and constructed production of print magazine

**FASHION VOLUNTEER, New York Fashion Week** Feb. 2022

- Communicated with designers and members in the fashion community
- Interviewed key hair stylists and key makeup artists participating in the show
- Captured content for models and designers

**STYLING /SOCIAL MEDIA INTERN, Mada App** Sep. 2021 – Dec. 2021

- Created 80+ outfits weekly for users to swipe through on their app
- Produced 2+ TikToks weekly and curated weekly Instagram stories
- Brainstormed content creation and ideas for Instagram, TikTok, and website
- Forecasted fashion and beauty trends

**BLOGGER, Type Amanda** June 2020 – June 2023

- Wrote and edited weekly articles
- Designed graphics on Photoshop and Canva
- Analyzed Google Analytics and learned SEO strategies to increase website traffic
- Formed brand partnerships and relations with Mejuri, Drunk Elephant, Ana Luisa, and Papier