

Becca Johnson

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Education

Parsons School of Design, 2020

Associate of Applied Science

Major: Fashion Marketing & Communication

GPA: 3.97

University of Oklahoma, 2019

Bachelor of Arts in Journalism

Major: Advertising

Minor: Sociology

GPA: 3.86

Relevant Coursework:

Professional Practices

Futures: Fashion Communication

Merchandising

Merchandising Math

Fashion Industry Survey

Advertising Campaigns

Media Law

British Media Studies | Study Abroad

Advertising Media

Advertising Research

Skills

Communication | Written, Verbal & Visual

Sample Coordination | Launchmetrics

Project Management

Industry Research

Content Management

Adobe Creative Suite

Microsoft Office

Google Workspace

Experience

Saks OFF 5TH | Editorial Sample Assistant

April 2021 - Present

- Manage sample logistics between buying teams and the photo studio
- Assist the Styling Director and Stylist with ad hoc projects, including the updating of sample trackers and creation of SMA Requests
- Support production and styling teams by organizing sample inventories in accordance with Creative Marketing briefs
- Initiate interim projects to alleviate inventory discrepancies and inefficiencies in the sample coordination process

CR Fashion Book | Digital Editorial Intern

August 2020 - December 2020

- Authored and published digital fashion, beauty and lifestyle features through CR's content management system
- Identified and interpreted pertinent fashion news coverage
- Conducted relevant industry, lead and photo research
- Demonstrated strong fact-checking, copywriting and content management abilities, adhering to strict style and formatting guidelines

Proenza Schouler | Public Relations Intern

January 2020 - August 2020

- Utilized Launchmetrics to ensure the accuracy of collection inventories and manage sample loans, deliveries and returns
- Completed administrative and showroom tasks in a detailed and timely manner
- Monitored brand placement: created press clippings, prepared bi-weekly credit packages and maintained placement reports
- Assisted with supplementary projects including closet organization, product archiving and event and photo shoot support

BCBGMAXAZRIA | Sales Associate & Stylist

June 2016 - November 2017

- Fulfilled daily operational tasks such as inventory replenishment, floor sets, CRM and customer transactions
- Upheld storefront organization and customer service standards
- Demonstrated comprehensive knowledge of product lines
- Consistently met sales targets and reported such with store and regional management

Honors & Activities

AAS Deans Scholarship | Fall 2019 - Fall 2020

Professional Practices | Best Proposal (Ganni, CDLP)

Alumni Scholar | Fall 2015 - Spring 2019

Gaylord College Dean's List | Spring 2017, Spring 2018

President's Honor Roll | Fall 2016, Fall 2017, Fall 2018, Spring 2019

Kappa Kappa Gamma Sorority | Fall 2015 - Spring 2019

PRSSA | Spring 2016, Fall 2016