

Riley E. Dunlap

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EDUCATION

The Fashion Institute of Technology

New York, NY

Jay and Patty Baker School of Business, 2020-
Associates Degree in Advertising and Marketing Communications
Intended Bachelor of Science in Advertising and Marketing Communications
Intended Minor in Italian

GPA: 3.67
Semester 6 GPA: 3.72

Pennsylvania State University

University Park, PA

Smeal College of Business, 2019-2020
Intended Bachelor of Science in Marketing

WORK EXPERIENCE

Mac Duggal

New York, NY

Showroom Assistant/Intern

March 2022

- Handled hard order and dropship forms for various NY department stores such as Saks off 5th, Nordstrom and Neiman Marcus
- Familiarized with GXS Catalog, Nuorder and AIMS management system
- Answered telephone calls and helped buyers determine product(s) availability
- Maintained dress shipments and showroom rack etiquette

2nd Spark – Customer Engagement Agency with a focus in healthcare

Ambler, PA

Lead Marketing Intern

Summer 2021

- Developed a bracelet company as well as its packaging, website and stock imagery in order to support pediatric cancer research
 - [Grace & Charm](#)
- Responsible for leading group of interns through challenges
- Implemented new brand development strategies
- Manufactured and maintained brand Instagram, TikTok and LinkedIn
- Designed office space for expansion and sourced furniture
- Helped construct company website at squarespace.com

Hurricane Hill Farm

Coatesville, PA

Festive Sales and Ticket Coordinator

September 2017-August 2021

- Facilitated cash and credit transactions for tickets and produce (3,000+ customers a day in the Fall)
- Worked 8 hour shifts every weekend in the Fall and 4 hour shifts Mon-Fri in the Summer

ACTIVITIES AND LEADERSHIP

NY Fashion Week

New York, NY

Volunteer

September 2021

- Organized, steamed and styled designer clothing on models for collection presentation
- Managed spectator flow, organizing seating arrangements and guiding guests through the ballroom

Coatesville Area Senior High S.A.D.D. Club

Coatesville, PA

President

September 2017 – June 2019

- Represented Coatesville at Capitol TRU in PA Conference to meet with state legislators regarding tobacco use among youth
- Organized a Mock Car Crash with local first responders, police and fire department to demonstrate the dangers of driving under the influence to the student body
- Facilitated multiple student discussion groups centered around mental health resulting in student behavior and communication improvements

HONORS/SKILLS/INTERESTS

- Experience working in Mintel, MRI-Simmons Insights and Hoover's media databases
- Google Analytics certified
- Completed courses in Adobe InDesign, Word, Excel, and PowerPoint
- 6 years of Spanish speaking courses at the middle, high and collegiate level
- Modeling and acting experience
- Chosen to represent Universal Cheerleader Association (UCA) at the 2019 New Year's Day Parade in London, England
- Avid equestrian with 8+ years of experience in English style riding
- Strong interests in writing, photography and public relations
- Detail oriented and proficient in executing tasks