

# CHARLOTTE TAYLOR

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## Professional Summary

Skilled Fashion Marketing Professional with a Master’s Degree in Luxury and Brand Management from the Savannah College of Art and Design. Sizeable experience in enhancing brand engagement, creating social media campaigns, evaluating client needs, overseeing photoshoot styling activities, and cultivating relationships with luxury brands. Considerable experience in public relations, forecasting fashion trends, allocating resources, streamlining processes, and designing marketing campaign plans. Seeking to leverage my experience and education in a challenging role that offers opportunities for professional growth.

## Education

**The Savannah College of Art and Design, De Sole School of Business Innovation** – 03/2024

**Master of Arts (M.A)** in Luxury and Brand Management

**The University of Vermont** – 2018 to 2022

**Bachelor of Science (B.S)** in Middle Level Education

Alpha Chi Omega Member

## Skills

- Creating Social Media & Marketing Campaigns
- Streamlining Processes & Allocating Resources
- Enhancing Brand Recognition & Engagement
- Planning & Organizing Fashion Marketing Events
- Collaborating with Graphic Design Teams
- Preparing Creative Promotional Presentations
- Tracking & Forecasting Fashion Trends
- Styling Photoshoots for Product Launches
- Interpersonal & Problem-Solving Skills
- Cultivating Relationships with Luxury Brands
- Evaluating Client Needs & Preferences
- Public Relations & Fashion Styling Skills

## Work History

**Community Investment Officer** 09/2023 to 12/2024

**Gulfstream Aerospace** – Savannah, GA

- Revitalizing youth engagement by establishing an advisory board, designing programs, and utilizing social media.
- Strategically developing centralized coordination platforms and forming new partnerships to streamline volunteer events.
- Enhancing non-profit audits, designing tailored audit frameworks, and ensuring compliance with regulatory requirements.
- Improving efficiency and impact in charitable initiatives and community engagement to successfully meet company targets.
- Optimizing annual charitable grant processes and implementing transparent evaluation systems and online portals.
- Organizing and leading volunteer events, coordinating community drives, and spearheading youth engagement activities.

**VIP Team Intern** 06/2023 to 08/2023

**PURPLE PR** – New York City, NY

- Generated comprehensive recaps for clients, encompassing press and media coverage of events to meet company targets.
- Collaborated with NYC VIP teams to craft targeted media lists for events and managed Excel sheets for social media posts.
- Contributed to media planning, content creation, influencer identification, and client reporting by streamlining processes.
- Identified influencers and potential clients for representation by PURPLE to enhance recognition, awareness, and loyalty.
- Created recaps for clients, including press and media coverage of events and developed digital clips for company use.
- Strategically provided input on marketing initiatives and suggested creative ways to improve the company’s public image.
- Assisted in organizing high-profile events, ensuring seamless coordination and communication between team members.

## **Fashion Marketing Intern**

01/2022 to 05/2022

### **Commando, LLC** – Burlington, VT

- Created orders for PR using Bue Cherry installation and oversaw styling operations for new product photoshoots.
- Developed and executed marketing plans across communication channels, including social media and digital platforms.
- Collaborated with graphic design teams to develop creative promotion programs through subscription emails and content.
- Co-managed PR with clients, including stylist Maeve Reilly, designer Prabal Gurung, and luxury retailers like Nordstrom.
- Tracked fashion-based social media accounts to identify feedback and prepared creative promotional presentations.
- Contributed to the improvement of fashion marketing campaign plans by monitoring competitor strategies and initiatives.

## **Fulfillment Associate**

02/2021 to 01/2022

### **Commando, LLC** – Burlington, VT

- Ensured timely and accurate logistics handling for key products, contributing significantly to efficient order fulfillment.
- Managed responsibilities for order fulfillment, excelling in both picking and packing tasks per customer specifications.
- Consistently demonstrated ability in maintaining inventory accuracy, leading to improved order processing speed.
- Played a key role in team collaboration, optimizing workflow and enhancing overall productivity in order fulfillment.

## **Logistics Coordinator**

01/2020 to 08/2020

### **Glamour Bride, USA** – Doylestown, PA

- Coordinated the assembly of bridal jewelry and accessories, ensuring high-quality preparation for order fulfillment.
- Identified and resolved accessory design issues, enhancing product quality and customer satisfaction.
- Managed the meticulous packaging and shipping of customer orders, upholding company standards for excellence.
- Efficiently processed returns, maintaining accurate records and contributing to a seamless order fulfillment cycle.

## **Technical Skills**

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Microsoft Office Suite, Google Sheets, Blue Cherry, Excel