

JESSICA STRUPP

FASHION
MARKETING

CONTACT

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Portfolio

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PROFESSIONAL SKILLS

- Exceptional attention to detail
- Data driven mindset
- Highly organized, creative thinker and problem-solver
- Excels in fast-paced, dynamic environments
- Excellent verbal/written communication skills
- Strong time management and organizational skills
- Proficiency in -
 - Microsoft Suite
 - Adobe Suite
 - OneDrive

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN (SCAD)

B.F.A. Fashion Marketing and Management | Minor in Business Management

Expected Graduation - June 2022

GPA 4.0

WORK EXPERIENCE

CREATIVE DIRECTOR

Freelance | August 2020 - Present

- Resourcefully managed multiple projects with strict deadlines and showcased time management skills by developing a schedule and directing shoot days
- Solely responsible for ideation, conceptual design, and execution of editorial campaigns as well as managing and completing compelling content
- Created marketing templates and assembled mock magazines for digital consumption

ATHLETICS MARKETING INTERN

Georgia State University | Aug 2020 - May 2022

- Shadowed and learned production control room positions such as camera, graphics, replay, director, and producer
- Assisted with the creative development of marketing materials for ESPN, video board shows, the GSU website, and social media platforms
- Created promotional materials for and rebranded the marketing message of the GSU ESports team

COACH N.Y. SALES ASSOCIATE

Coach New York | October 2020 - January 2021

- Created personal sales and clienteling strategies in partnership with my management team
- Developed product knowledge and increased brand awareness to build sales and customer relationships
- Worked on stocking team, assisting with compiling and organizing of seasonal stock and monthly number entries for the retail team

AWARDS

Dean's List

SCAD | September 2018 - Present