

## JULIA P. GORDON

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### EDUCATION

**Cornell University**, College of Human Ecology, Ithaca, NY  
Bachelor of Science, Fiber Science and Apparel Design, expected May 2012  
Concentration in Apparel and Textile Management  
Overall GPA: 3.45, Major GPA: 3.72, Dean's List three semesters

**Fashion Institute of Technology**, New York, NY  
Classes in Advertising Design and Textile Surface Design, Summer 2010

### EXPERIENCE

Summer 2012

**New York & Company**, New York, NY

*Marketing/Merchandising Intern, Sports Collections Department*

- Prepared and maintained weekly size, color, and related selling reports for key department items
- Developed merchandise test forms; followed up on test merchandise
- Contributed to department and company-wide meetings
- Attended seminars on marketing strategies
- Participated in store's daily activities, including assisting sales associates and interviewing customers about preferences

Spring 2012

**Evolution Clothing Store**, Ithaca, NY

*Marketing Coordinator for Independent Study Project*

- Designed market survey and analyzed responses to create complete store marketing plan
- Proposed advertising strategies to target college students
- Collaborated with store manager and brand identity team to create store image

Spring 2012

**Cornell University**, College of Agriculture and Life Sciences, Ithaca, NY

*Public Speaking Teaching Assistant*

- Lectured to 100+ class in absence of professor; prepared two complete lectures
- Evaluated and provided feedback on student outlines and speeches
- Graded mid-term examinations with quick turn-around time
- Modeled effective public speaking skills to class

Spring 2011, 2012

**Design Days**, College of Human Ecology, Ithaca, NY

*Co-Chairman, Weekend Design Days Program*

- Coordinated weekend events for prospective students and parents visiting the Fiber Science and Apparel Design (FSAD) Department and the College of Human Ecology
- Developed and supervised group project on creating concept board
- Participated in student panels focusing on FSAD department and student life
- Increased student involvement by 20% and generated enthusiasm for showcasing FSAD department to visitors

Summer 2011

**Citibank**, Long Island City, NY

*Corporate Communications Intern*

- Coordinated vendor and client orders to improve department productivity
- Compiled expense reports and calculated exchange rates from manager's Asian Tour

### ACTIVITIES

Cornell Design League, Vice President • Human Ecology Ambassador • Kappa Alpha Theta Sorority, Rush Chair • Orientation Counselor • Golf • Travel

### COMPUTER SKILLS

Microsoft Office Suite • Outlook • Adobe InDesign • Photoshop • Graphic Design