

JULIA P. GORDON

321 W. Buffalo Street #2A
Ithaca, NY 14850
(607) 272-8181
jpg322@cornell.edu

12381 Lakewood Avenue
Syracuse, NY 13201
(315) 358-1226

EDUCATION

Cornell University, College of Human Ecology, Ithaca, NY
Bachelor of Science, Fiber Science and Apparel Design, May 2011
Concentration in Apparel and Textile Management
Overall GPA: 3.4; Major GPA: 3.7; Dean's List three semesters

Fashion Institute of Technology, New York, NY
Classes in Advertising Design and Textile Surface Design, Summer 2008

EXPERIENCE

Summer 2010

New York & Company, New York, NY
Marketing/Merchandising Intern, Sport 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 2010

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 2010

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 2009, 2010

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 2009

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