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HONORS

Outstanding Achievement Award

YMA Scholarship Finalist

Deans List

SOCIAL



.net/morganmccartyl



.com/mccmorgan



.com/mccarty.morganl



.com/mccartymorganl

EDUCATION

SAVANNAH, GA
SEP 11 - JUNE 15

SAVANNAH COLLEGE OF ART AND DESIGN
BFA fashion marketing and management
summa cum laude, 3.92 GPA

SKILLS

PERSONAL

Analytical
Resourceful
Organized
Detail oriented
Positive
Ambitious

MARKETING

Market research
Omni-channel strategy
Event / Experiential
Brand strategy
Digital marketing
Trend analysis

CREATIVE

Graphic design
Web design
UX design
Product development
Editorial writing
Editorial production

SOFTWARE

APPLICATIONS

Photoshop
InDesign
Illustrator
Dreamweaver
Office

SOCIAL MEDIA

Instagram
Twitter
Linkedin
Facebook
Pinterest

LANGUAGES

HTML
CSS

EXPERIENCE

SEATTLE, WA
NOV 15 - PRESENT

NORDSTROM FLAGSHIP
sales associate

Improved sales by maintaining customer relationships. Provided excellent customer services. Ensured that merchandising meets brand's image standards. Managed brand promotions and events. Identified future opportunities to grow brand business.

NEW YORK, NY
NOV 14 - JAN 15

DEAR KATE
graphic design / marketing intern

Developed & implemented creative marketing strategies. Created creative collateral for online ads, newsletters, and lookbooks. Organized focus groups for improvements on the mobile website. Resolved online customer concerns.

NEW YORK, NY
JUNE 14 - AUG 14

JUJU THE SHOWROOM / THE PR
wholesale / public relations intern

Communicated with editors, reporters, and stylists of top media outlets to help create a public image for multiple fashion brands. Prepared for market week, managed trade shows, held sales appointments, and processed sales orders. Facilitated placement of brands in shows for NY Fashion Week F/W'14