

TERESA WHITE

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🌐 www.teresawhiteportfolio.com

Engage in a hands-on learning experience as part of a cross functional media and communications team. Passion for crafting engaging content across various niches. Translate complex ideas into captivating narratives that align with business objectives. Develop my writing, production, editing, and design skills.

Experience

Kate Spade Stylist - PT

January 2024 - Present

Tapestry

- Achieve individual sales goals
- Develop strong product knowledge across all categories
- Expand long-term relationships with guests and clients
- Communicate the kate spade new york aesthetic and brand philosophy

Freelance Content Creator

July 2023 - Present

Hally

- Design merchandise for national charity event
- Create and edit videos for social media platforms that showcase Hally's products
- Research trending challenges, sounds, and styles on TikTok

Content Intern

Spring 2023

Luminary

- Contribute to content calendar management and scheduling
- Research content trends, ideas, and resources to present in a weekly basis
- Produce and edit video content specific to the Luminary brand message
- Integrated Marketing

Production Assistant

August 2022

PAPER Magazine

- Lead technical and administrative tasks
- Distribute creative decks and daily paperwork
- Manage studio equipment

Marketing and Creative Strategy Intern

Summer 2022

PAPER Magazine

- Campaign strategy
- Talent search and operations
- Develop RFP pitches
- Project management

Student Assistant

2021 - 2022

Miami University

- Manage the MJF Department Office and Equipment Checkout room
- Track, log, and issue equipment to MJF students and professors
- Administrative support, multi-tasking ie: answer phones, copy materials, file, logistics and run errands

Education

Miami University

2019 - 2023

- Bachelor of Arts

Skills

- Creative editorial
- Content Strategy
- Social Media
- Copywriting
- Adobe Creative Cloud
- Video Editing/Production
- Campaign Management
- Fashion Marketing