

Armelle Fleurensaint

(845) 671-8476 • armelle.fleurx@gmail.com <https://www.linkedin.com/in/armelle-fleurensaint/>

Objectives

To obtain an entry-level position in Advertising and Marketing Communications

Education

Fashion Institute of Technology; SUNY, NYC

Bachelor of Science degree in Advertising and Marketing Communications 05/22

Honor Cum Laude, Dean's List Fall 2021, Phi Beta Kappa Honor Society

Associate in Applied Science in Advertising and Marketing Communications 05/20

Honor Cum Laude, Dean's List Fall 2019

Rockland Community College; SUNY; Suffern, New York Studies in Business Administration 09/18 – 12/18

Skills

Functional – Digital marketing, social media, media planning, audio/visual content, public relations plans, data analytics, brand and sales building

Computer/ Technical – PC and MAC operating systems, SEO, Microsoft Word, and Office Suite (Including Excel and PowerPoint), Adobe InDesign, Canva, Pinterest, Inside LVMH, social-media platforms, digital marketing, PR, Google Analytics

Languages – Fluent in English and Haitian creole; working knowledge of Spanish

Soft – Communications, multi-tasking, detail-oriented, strong work ethic, interpersonal, analytical, collaborative/ teamwork creative, flexibility

Experience

Thirtytabs; Remote

07/22 – present

Founder/CEO

- Client outreach to build client books and profiles and grow portfolio and introduce clients to Thirtytabs
- Oversee all client communication via social media direct messages, email and iMessage to meet styling needs
- Marketing campaigns created via social media platforms to execute omni strategy
- Maintain knowledge of fashion trends by attending seminars, obtaining fashion certifications and networking

Michael Kors; Nanuet, NY

11/20 – 11/22

Sales Assistant 11/20 – 11/21

Acting Sales Supervisor 11/21 – 01/22

Sales Supervisor 01/22 – 11/22

- Supported seasonal and promotional direct mail campaigns through client outreach via KORSVIP app
- Assisted new and existing clients with styling needs via client black books in KORSVIP app
- Planned and executed in store styling events for KORSVIP clients
- Updated excel daily tracking sheet nightly inputting data to compare L.Y, Plan, Week Plan and Actual

The Levy Group, NYC

01/20 – 03/20

Sales Intern

- Supported the design department by reviewing tech packs to be submitted
- Organized showroom closet by season
- Utilized PowerPoint to compile data for line sheet development
- Liaised between sales and design department to coordinate samples

Curriculum – Based Projects, Leadership, Campus and Community Involvement Director of Media +

Fashion Show Executive Producer for FIT's Black Student Union Spring '19 – Spring '22 Member, FIT's Black Retail Action Group Spring '19 – Spring '22 Volunteer, Dresser, **Jiri Kalfar** for NYFW 02/19

Seminars

- Received tutelage from published celebrity stylist Naya Ashley during styling seminar 07/22