



ELENA PLUMB

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Relevant Experience

ELLE Magazine – Fashion Assistant

New York, NY | 07/2023 to 12/2023 | Full Time

- Worked as a core member of ELLE’s fashion team, supporting A-list celebrity styling for cover and well photoshoots. Communicated with luxury brands such as Prada, Louboutin, and Tiffany & Co. to select styles, arrange PR loans, and coordinate advertising credits.
- Wrote stories for ELLE’s print and digital publications, including fashion news pieces, front-of-book market stories, and reviews of designers’ fashion week presentations.

Boston Consulting Group – Media Relations Co-op

Boston, MA | 07/2022 to 12/2022 | Full Time

- Worked across teams in BCG’s Global and North America marketing divisions to advance thought leadership campaigns and position the firm as an industry leader. Collaborated with senior-level consultants to coordinate media opportunities and prepare for interviews with outlets such as The New York Times and Vogue Business.
- Wrote press releases and marketing blurbs for publication on PRNewswire and BCG.com, developed email and social media copy for large, diverse audiences, and progressed the firm’s external partnerships with the World Economic Forum and COP27.

Sloane & Company – Public Relations Co-op

New York, NY | 07/2021 to 12/2021 | Full Time

- Worked on four financial service client accounts to promote client offerings and secure coverage in top-tier outlets, including The Wall Street Journal and Fortune.
- Conducted media outreach, compiled coverage reports and interview briefings, nominated and secured industry awards for top-performing executives, and performed key market/competitor research.

The Avenue Magazine – Lifestyle Editor

Boston, MA | 09/2019 to Current

- Conceptualize pitches, edit articles, and oversee photo direction/fashion styling for the Lifestyle section of Northeastern University’s student-run fashion and culture magazine.
- Promoted to Lifestyle Editor in the fall of 2022 following three years as a staff writer. Elected as Editor-in-Chief for Spring 2024 semester.

Education

Bachelor of Arts in Journalism

Northeastern University

Boston, MA

Expected in 05/2024

- **Minor:** Global Fashion Studies
- **Relevant coursework:** Magazine Writing, Fashion Retailing, Public Relations Principles, Online Journalism, Fashion Construction and Pattern Making, Data Storytelling, Global and Intercultural Communication

University Foreign Exchange

Universidad Carlos III de Madrid

Madrid, Spain

01/2022 to 06/2022

Skills & Abilities

- **Digital Competencies:** Salesforce Marketing Cloud, WordPress, Adobe Creative Cloud, Microsoft Office Suite, Google Suite, Unicepta, MediaOS, Factiva, Cision, Final Cut Pro, Twitter, LinkedIn, Instagram, TikTok
- **Languages:** English, Spanish
- **Other Skills:** Sewing, fashion styling, editing, AP style, presenting and communicating, writing for a variety of mediums and audiences.

Honors & Publications

- Northeastern University Dean’s Scholarship
- [ELLE Author Page – Elena Plumb](#)
- [Best Looks from London Fashion Week SS24](#)
- [Best Looks from Milan Fashion Week SS24](#)

Note: Further publications and writing samples are included in the portfolio linked in the header. Use Chrome or Safari to access.