

MAEGAN TRUSTY

Greater New York Area | maegantrusty5@gmail.com | [LinkedIn](#) | [Portfolio](#)

SUMMARY

Creative professional with hands-on agency and editorial experience across fashion and beauty. Skilled in writing, media pitching, sample trafficking and logistics, target list development, and press coverage monitoring, with on-site event support experience and a journalism background in writing and trend reporting.

EDUCATION

Bachelor of Science, Advertising and Marketing Communications (Minor: Journalism)

Fashion Institute of Technology, New York City | Cum Laude

Associate in Applied Science, Fashion Business Management

Fashion Institute of Technology, New York City | Cum Laude

PROFESSIONAL EXPERIENCE

Freelance Staff Writer – The Model's Resource *New York City, NY | September 2026 - present*

- Pitched and produced original beauty + image stories for digital publication
- Collaborated with editorial team consistently on story development, adhering to deadlines, and active correspondence
- Keeping a pulse on the industry and ideas to bring to the table

Editorial Intern - L'OFFICIEL USA *New York City, NY | September 2024 - May 2025*

- Pitched and produced fashion, beauty, and culture stories for digital publication
- Built and published content in CMS, applying SEO best practices to support editorial reach
- Collaborated with editors on story development, market research, and content planning to support the publication schedule
- Supported the editorial team with scheduling and correspondence, helping maintain consistent publication timelines

Fashion Editorial Intern - Tank Magazine *Greater London, UK | May 2024 - Jun 2024*

- Supported the digital relaunch of Because Magazine, developing editorial concepts and curated fashion content for the publication schedule
- Created trend presentations for the Fashion Director and researched competitor publications to inform content strategy and audience growth

Fashion and Beauty Journalism Intern - The Garnette Report *New York City, NY | Jan 2024 - May 2024*

- Pitched and wrote fashion and beauty news stories on tight deadlines
- Applied SEO practices using Yoast and WordPress to optimize article reach

FREELANCE EXPERIENCE

Fashion Week Style Assistant - Style Unleashed by Heather Hughes *New York City, NY*

- Assisted with event organization, logistics, and on-site responsibilities for runway and presentation shows, including for designers Christian Siriano, 3.1 Phillip Lim, Who Decides War, and PatBo
- Supported sample trafficking, backstage organization, look coordination, and garment preparation on-site across multiple Fashion Week seasons

Public Relations Intern - Lindsey Media, ModeWorld PR *New York City, NY*

- Maintained accurate records and organization for sample requests and seeding, tracking inflow and outflow across concurrent campaigns
- Assembled and shipped PR packages to celebrity and influencer clients, ensuring accurate, on-time delivery

SKILLS

Editorial: Writing, Trend Reporting, Story Pitching

Digital Platforms: DatoCMS, WordPress, Yoast SEO, Airtable, Google Suite, Slack, Canva

PR and Production Tools: Launchmetrics, MuckRack, CapCut, WeTransfer