

Jessie Batzel

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EXPERIENCE

BLOOMINGDALE'S - Internal Communications and Recognition Intern

June – July 2024

New York, NY

- Collaborated effectively on a group project to strategically position Bloomingdale's as the "Denim Destination" through sales, PR, and branding initiatives with an estimated ROI of \$85.8M
- Led initiatives to revamp the company and CEO LinkedIn pages, increase colleague engagement, and redesign the company's intranet site, improving digital engagement and internal communication, improving digital engagement and communication for 300+ colleagues

LEDE COMPANY - Brand PR Intern

Jan – May 2024

New York, NY

- Tracked and reported weekly press coverage and UVMs/EMVs for each account
- Investigated and identified 100+ target influencers, press, and VIPs for seedings
- Oversaw and updated sample tracker and ensured about 6-8 requests were tracked/recorded daily
- Accounts: Altuzarra, Jil Sander, Maison Margiela, MM6, Marni

JENNIFER BETT COMMUNICATIONS - Design & Sustainability PR

Aug – Dec 2023

New York, NY

- Forecasted trends and brainstormed creative pitches and brand-building opportunities for clients
- Monitored news and media trends and reported to the team
- Wrote compelling pitches for product launches and stories
- Built and maintained media lists consisting of over 150 editors and writers
- Accounts: Parachute Home, Thuma, Lolo Rugs, Sloomoo Institute, Everhem, Grove Collaborative

DOW JONES - Custom Program & Events Intern

June – Aug 2023

New York, NY

- Served as a liaison with speakers' offices to collect assets and ensured project stakeholders and management were kept appropriately informed of any progress or changes in the team's project work
- Redesigned a master press contact sheet on Google Sheets composed of over 300 contacts from Fortune 500 companies, politicians, C-suite executives, public figures, etc.
- Proposed marketing tactics, strategies, and content ideas to attract ages 18-30 to the 2024 Future of Everything Festival
- Researched topics and speakers to help inform program development and assisted on planning and management of speaker outreach

GABRIELA HEARST - Buying Intern

Jan – May 2023

New York, NY

- Assisted F23 market including creating PowerPoints, dressing models, and maintaining showroom
- Oversaw and maintained buy books, picture selling, and master selling reporting and analysis documents
- Built compelling seasonal product knowledge PowerPoints and training guides
- Supported Madison Ave retail team during weekly store visual merchandising

KCD WORLDWIDE - Fashion PR Intern

Aug – Dec 2022

New York, NY

- Reported weekly and monthly press coverage and metrics to the team
- Oversaw packing and shipping of samples and gifts for VIP and media via messenger and created detailed proformas for international shipments
- Assisted at the NYFW SS23 shows, handling pre-show set up, check in, and directional operations
- Accounts: MM6, Tom Ford Watches, APL, Bucherer

EDUCATION

Parsons School of Design

2021 – 2024

Strategic Design and Management BBA ; Minor, Fashion Communications

- Chair of the BBA Mentorship Program from 2022-23

SKILLS

•Design Thinking •Design Research •Creative Strategy •Project Management •Art Direction •Experience Design •Pitching Media •Events
•Brand Design •System Organization •Marketing/Social Media Analytics

Tools: •Adobe (Photoshop, Illustrator, InDesign, Premiere Pro) •Microsoft Excel •Figma •Tableau •R •Fashion GPS/Launchmetrics •Airtable
•Cision •Joor •Muckrack •Miro •Mural •Social media (Instagram, TikTok, Twitter, Facebook, Youtube)