

Jessie Batzel

Undergraduate, Parsons School of Design

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Education

2021-2024

Parsons School of Design

BBA, Strategic Design and Management

Minor, Fashion Communication

Coursework:

Drawing/Imaging, Sustainable Systems, Integrative Studio/Seminar, Quantitative Reasoning, PR Marketing & Branding, Time, Research & Development Methods, Creative Team Dynamics, Information Visualization, History of Design, Intro to Design Studies, Financial Management, Intro to Political Economy, Fundamentals of Psychology, Design of Business, Fashion Trend Analysis, NYC Fashion, Strategic Management, Forensic Psychology, Global Professional Practices, Visual Merchandising, Introduction to Digital Design

2017-2021

Cambridge Program at Juanita High School (3.8-4.0 GPA)

Relevant Coursework:

A Level English Language/Lit, AS Level Global Perspectives, Costumes/Scenic Design, Digital Design, French 1-4, Business and Marketing Foundations, Business and Marketing Management

July 2020

Bellevue College Continuing Education

Intro to Graphic Design

July 2020

FIT High School Summer Live

Fashion Merchandising, Trend Forecasting

July 2020

FIT High School Workshop

Designing a Fashion Mini-Collection

June 2020

FIT Creative Career Seminars

Fashion Design, Fashion Styling

June 2020

FIDM 3 Days of Fashion, Innovation, & Design

Think Like a Designer, Pop Culture & Fashion, Fashion Sketching, Concept to Consumer, Lifestyle Branding Strategies, Building Visual Skills

June – August 2020

Academy of Art University PreCollege Program

Fashion Drawing, Fashion Merchandising

Experience

June – July 2024

Internal Communications and Recognition Intern, Bloomingdale's, New York NY

- Collaborated effectively on a group project to strategically position Bloomingdale's as the "Denim Destination" through sales, PR, and branding

January – May 2024	- Led initiatives to revamp the company and CEO LinkedIn pages, increase colleague engagement, and redesign the company’s intranet site, improving digital presence and internal communication Brand Intern, Lede Company, New York NY - Clipping and scanning media placements for all clients - Compiling press reports - Packaging editor and influencer product giftings - Maintaining press contacts database - Assisting team in media research, forecasting, and auditing - Accounts: Altuzarra, Jil Sander, Maison Margiela, MM6, Marni
September – December 2023	Design & Sustainability PR Intern, Jennifer Bett Communications, 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 - Created compelling pitches for product launches and stories - Accounts: Parachute Home, Thuma, Loloi Rugs, Sloomoo Institute, Everhem, Grove Collaborative
June – August 2023	Custom Program & Events Intern Dow Jones, 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 Fortune 500 companies, politicians, C-suite executives, public figures, and more. - 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
January – May 2023	Buying Intern Gabriela Hearst, New York NY - <i>Creating and maintaining buy books, picture selling, and master selling reporting is accurate and up to date</i> - <i>Compiling weekly selling reports detailing KPIs</i> - <i>Creating PowerPoints outlining shipment dates of product for retail stores</i> - <i>Supporting retail team during weekly store visual merchandising</i>
September 2022– May 2023	Commission Sales Associate, Intimate Apparel Bloomingdale’s, New York NY - Meeting daily, weekly, monthly, and quarterly sales goals by engaging and actively selling to customers (~\$10,000/week) - Building client relationships and client book to get repeat business - Assisting in visual merchandising, maintaining an attractive and inviting sales floor appearance

- Managing inventory, cash control, and store opening/closing procedures
- Maintaining proactive vision with the latest fashion trends
- Providing excellent customer service skills to customers in order to maximize communication and sales

August – December
2022

Fashion PR Intern

KCD Worldwide, New York NY

- Creating press clips and weekly/monthly press reports
- Creating detailed Proformas for international shipments
- Tracking fashion samples from stylists and media using Fashion GPS and Excel
- Packing and sending gifts and samples to VIP and media with Empire Messenger Systems
- Assisting at the NYFW SS23 shows, handling pre-show set up, check in, and directional
- Accounts: Maison Margiela MM6, Tom Ford, APL, Bucherer

February – August
2022

PR Intern

BR Public Relations, New York NY

- Researched media contacts and opportunities using Cision and other online media channels
- Created press clips following account-specific templates and guides
- Wrote pitch letters and press releases
- Pitched media
- Moderated media coverage
- Supported client launches and press events
- Designed, copywrote, and posted consistently on social media platforms
- Increased Instagram following from 400 to 2,000 followers
- Designed new company website using Adobe Photoshop, InDesign, Canva, and Wordpress
- Handled media in the media lounge during NY's annual Dîner en Blanc

November –
August 2022

Key Holder

Taft Shoes, New York NY

- Welcoming and greeting customers and assisting them in their exploration of the brand
- Operating iPad-based POS to check customers out at time of purchase
- Cleaning and tidying of the space on a regular basis
- Handling customer service needs in a professional and timely manner
- Performing regular inventory cycle counts

October 2021 –
May 2022

PR & Production Intern

Randi Rahm Couture, New York NY

- Created an updated press kit compiling the brand's accomplishments and work
- Created look books for different evolutions
- Updated and maintaining relationships with stylists and media contacts
- Assisted in planning, creating, and posting on social media platforms

- Wrote press releases for brand awareness and media use
- Tracked garments sent to and returned from stylists and clients
- Sourced fabric and other production materials from the Garment District in a timely manner

February – January
2021

PT Sales Associate

Tory Burch, Bellevue WA

- Achieving personal sales and metric goals
- Maintaining and building an organized client book to generate consistent sales
- Opening and closing the store alongside the Key Holder
- Organizing stock so that everything is easily accessible
- Merchandising and cleaning the sales floor to provide the transformational experience

November –
December 2020

Seasonal Gift Wrapper

Nordstrom, Bellevue WA

- Wrapping gifts for customers
- Building and restocking boxes in various departments
- Helping customers choose appropriate paper and ribbons
-

September –
November 2020

Marketing Intern

Scoop Marketplace, Seattle WA

- Creating marketing and advisory reports using social media analytics
- Drafting and finalizing ads for Instagram and Facebook
- Creating and leading the production of a new online course series

July – August 2020

Marketing Director

Seasup Clothing, Seattle WA

- Advising creative director on marketing tactics and strategies
- Styling/directing photoshoots
- Running the brand's social media and website
- Negotiating contracts and collaborations with influencers and partners

July – August 2020

Marketing & Community Engagement Intern

Old Fire House Teen Center, Redmond WA

- Working with a small team to develop projects in a set time frame that will positively affect the community
- Managing the project's goals, internal communications, external marketing, logistics, execution, and follow up

January 2020

Assistant Director

Studio East, Kirkland WA

- Taking notes for director during rehearsals
- Running scenes with actors
- Coaching actors, as needed

August 2019 – May 2020 **Fashion Ambassador**
Nordstrom, Bellevue WA

- Styling outfits based on current trends
- Remerchandising a section of the BP/Topshop floor
- Networking with Nordstrom employees at store and corporate level

June 2019 – August 2019 **Costume Design Apprentice**
Village Theatre, Issaquah WA

- Assisting in actor measurements and fittings
- Sewing costumes by hand and industrial machine
- Altering costumes to fit as needed
- Dressing actors backstage

January – February 2020 **Fashion Intern**
Luly Yang Couture, Seattle WA

- Maintaining a clean, friendly environment in the boutique
- Creating Excel spreadsheets with inventories, sales, etc.
- Merchandising the boutique to display new products
- Dressing/styling models during fashion shows and photoshoots

Volunteer Work

February 2022 **Dur Doux New York Fashion Week Assistant**
Assisting in pre-show set up including : arranging gift bags, floral arrangements, seating charts, guest check in

February 2020 **Hong Kong Business Association of Washington's Chinese New Year Gala**
Dressing models backstage for Luly Yang Couture fashion show, steaming garments

October 2019 **Seattle Bride's Urban Unveiled**
Dressing models backstage for Luly Yang Couture fashion show, merchandising the Luly Yang booth

April 2019 **Holy Spirit Lutheran Church**
Going on a service trip to Puerto Rico to help rebuild houses after damage from Hurricane Maria

July 2017 **Holy Spirit Lutheran Church**
Building a tiny house to provide housing for a homeless family in Seattle, WA

Theatre Work

2017 – 2020 **Student**
Maguire Voice, Kirkland WA
Voice and acting lessons

2017-2019 **Jingle Belle Dancer/Sugar Plum Fairy**
Snowflake Lane, Greg Thompson Productions, Bellevue WA

Rehearsing, dancing, and singing in the annual Snowflake Lane celebration in Bellevue WA

July – August 2018

Student

Young Actor's Professional Intensive, Studio East, Kirkland WA

Spent six weeks immersed in college-level theatre classes including: Audition Technique, Acting for the Camera, Scene Study, Shakespeare, Combat, Improv, Musical Theatre, Business, etc.

Miscellaneous Work

June – December 2019

Gymnastics Coach

Northwest Aerials, Kirkland WA

Assisting with special events, coaching gymnastics classes for kids

April – May 2018

Arts Critic/Student

Teentix, Seattle WA

Working with professional writers and critics who mentored us as we honed our arts criticism skills

July – September 2017

Summer Camp Assistant

Studio East, Kirkland WA

Assisting camp director with preparing and instructing art and drama projects for kids