

# Megan Reyes

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## EDUCATION

**Barnard College of Columbia University** New York, NY  
**B.A. in English**, minor in French literature and language, GPA 3.55/4.0, Dean's List, 2011-2013 May 2014

**Reid Hall, Columbia University** Paris, France  
Classes in French grammar (advanced) and history, GPA 3.83/4.0 June - August 2013

## FASHION & EXTERNAL RELATIONS EXPERIENCE

**J Crew Bridal Boutique** New York, NY  
*Personal Shopper* June 2014 – Present

- Build client base through daily interaction on sales floor at J. Crew's first bridal and special occasion boutique, reaching sales tier of \$250,000 in 2014, utilizing appointment sales and repeat customers
- Coordinate monthly private events by strategizing pricing options and drawing on client relationships
- Rewarded with merit raise in April 2015

**Barnard College Development Office** New York, NY  
*Outreach Committee* January 2014 – Present

- Networked with select parents and solicited participation for inaugural Barnard Student Career Dinner
- Developed marketing material for fundraising efforts and fostered relationships with potential sponsors, culminating in the annual Scholarship Gala and over \$2 million raised

**Louis Vuitton** New York, NY  
*Public Relations Intern* September 2013 – May 2014

- Selected specific pieces for target VIPs to enhance brand exposure in media outlets
- Analyzed Louis Vuitton's media presence by creating monthly reports for management teams
- Coordinated with publishing companies and international corporate offices to manage sample logistics

**Chanel** New York, NY  
*Public Relations Intern* September 2012 – May 2013

- Assisted VIP Coordinator with product selection for film, television and marketing events
- Analyzed press coverage of the couture and ready-to-wear collections to understand brand positions

## SKILLS & INTERESTS

**Technical:** Microsoft Excel, PowerPoint and Word, InDesign, Facebook Analytics

**Languages:** Advanced French

**Fashion:** Basic knowledge of pattern sewing

**Interests:** Cellist in community orchestra and chamber groups