

TESSA THOMPSON

CONTACT

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EDUCATION

University of Georgia

Expected Graduation December 2020

Bachelor of Science of Family and Consumer Sciences

- Major: **Fashion Merchandising**, *Emph.* Product Development & Design
- Minor: **Communication Studies**
- GPA: 3.85 / 4.0; Dean's List all semesters

Kennesaw State University

Transfer Date Fall 2018

Public Relations & Advertising

- Public Relations Coordinator, Delta Phi Epsilon Sorority
- Apparel Chair, Delta Phi Epsilon Sorority

Cite Internationale Universitaire de Paris

Summer 2017

- Studied Sociology & Economics through European Council Study Abroad Program

RELEVANT COURSEWORK

- Apparel Design Studio | *Sketch designs, Curate Mood Boards, Pattern Making & Original Garment Construction* | S20
- Writing for Public Communication | *Application of Writing Form and Style Particular to Public Relations Careers, Fact Checking, Story Research, AP style Proofreading* | S18
- Visual Communications | S18; Mass Communications | S18
- Pop Culture and Fashion | *Understand Interrelationship of Pop Culture and Fashion Merchandising considering Media, the Arts, Technology and Social Media, Design & Subculture* | S20
- CAD for Apparel Design & Production | S19
- Global Sourcing | *Understand Globalization & International Economy, Construct Over-Seas Sourcing Strategies* | F19
- Trend Forecasting | *Fashion Trends Progression, Exemplify Trend Prediction via Mock-Up Business Proposals* | F19
- Fashion Product & Brand Management | S19

WORK EXPERIENCE

Tibi

Part-time Sales Associate | May 2019 - December 2019

- Assisted an average of 20 customers a day in styling apparel & accessories
- Promoted sales through positive customer service
- Regularly tracked & maintained inventory with accuracy and efficiency, completing function 15% faster than average associate
- Styled window, clothing & accessory displays ensuring strategic placement of products that maximized purchases
- Developed accessory prototypes for in-store promotional events by recycling clearance merchandise
- Assisted general manager with organization of monthly promotional events, sample sales, and pop-up shops
- Facilitated product transportation between outlet store & warehouse
- Compiled press clippings for in-store display

Gypsy + Magnolia | Atlanta, GA

PR & Social Media Intern | August 2016 - June 2017

- Facilitated weekly look book & product photoshoots
- Developed and implemented campaign marketing strategies on all social media platforms, including Facebook, Instagram, Twitter, and Pinterest
- Assisted in social media tracking and community engagement/interaction
- Styled and distributed monthly PR packages
- Successfully created & implemented "Gypsy girl" Instagram ambassador program that increased following by 125% in 3 months

Akron Atwon | Santorini, Greece

Sustainability Intern | May - June 2016

- Shadowed head designer/ shop owner from concept to retail
- Gained basic technical design and merchandising skills using locally-sourced fabric and sustainable product development practices
- Gained insight into Santorini's fashion industry and small business operations from an economic and ecological standpoint

HONORS AND AWARDS

HOPE Scholarship | *Fall 2016 - present*

Global Learning Scholarship | *KSU Office of International Education, 2018*

References Available Upon Request.