

CAROLINE GREELISH



ACADEMIC BACKGROUND

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Hussman School of Journalism and Media, May 2020

- Bachelor of Arts, Advertising

Joan H. Gillings School of Dramatic Art

- Bachelor of Arts, Dramatic Arts

STUDY ABROAD

Shuford Program in Entrepreneurship

- London, England

- Minor

LEADERSHIP AND COMMUNITY EVOLVEMENT

PI BETA PHI FRATERNITY FOR WOMEN

Apparel Chair, August 2019 - January 2020

- Designed all apparel for the NC Alpha chapter of Pi Beta Phi
- Coordinated with numerous apparel companies on designs and prices

SKILLS & COMPETENCIES

- Launchmetrics/FashionGPS
 - Google Analytics
- Google Trends, Sheets, Docs, Slides
- MS Office: Word, Excel, Powerpoint
 - Adobe Illustrator
 - Adobe Premiere
 - Instagram
 - Facebook
 - Snapchat
 - Twitter

CONTACT INFO

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LinkedIn: www.linkedin.com/in/carolinegreelish

WORK EXPERIENCE

NEGRI FIRMAN PR AND COMMUNICATIONS NEW YORK, NY

Fashion PR Intern, May 2019-August 2019

- Helped run Noon by Noor's SS20 New York Fashion Week show
- Coordinated with editors and stylists to send out samples using Launchmetrics
- Compiled monthly reports of send outs and clippings for clients
- Updated Launchmetrics with new collections and completed proformas for international shipments

KCD WORLDWIDE LONDON, ENGLAND

Fashion PR Intern, January 2019-May 2019

- Helped run Ports 1961 and Mary Katrantzou FW19 London Fashion Week shows
- Supported publicists & assistants with both daily and weekly tasks such as sample management and coverage reports
- Acted as an agency liaison to maintain relationships within the industry
- Managed sample trafficking, completing and following up on both send outs & returns
- Assisted publicists in collating press coverage into reports for the client

CAMPAIGNS AND PROJECTS

PUMA X FLUIDITY - GEAR+ CONCEPT

FashionMASH Product Design, Jan 2020 - Present

- Designing a conceptual line for PUMA that covers the concept of "gear plus" through the eyes of fluidity
- Producing one of these pieces to be presented in a runway show that will be seen by the PUMA design team

BURT'S BEES SUPER BOWL MARKETING CAMPAIGN

Creative Advertising, October 2018- December 2018

- Worked in collaborative teams to create an advertising campaign for the upcoming Super Bowl in order to bring more awareness to the Burt's Bees makeup line
- Pitched to Burt's Bees executives in order to give them ideas for their next campaign

LULULEMON CONSUMER ADVERTISING RESEARCH

Advertising and Public Relations Research, September 2018- December 2018

- Used different research methods to help Lululemon determine what type of advertisements will be most effective in targeting their consumer base
- Conducted focus groups, in-depth interviews and survey research in order to gain further insights